TECHNOLOGY DEPT.

UNE 29, 1953

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BROADCASTING
TELECASTING

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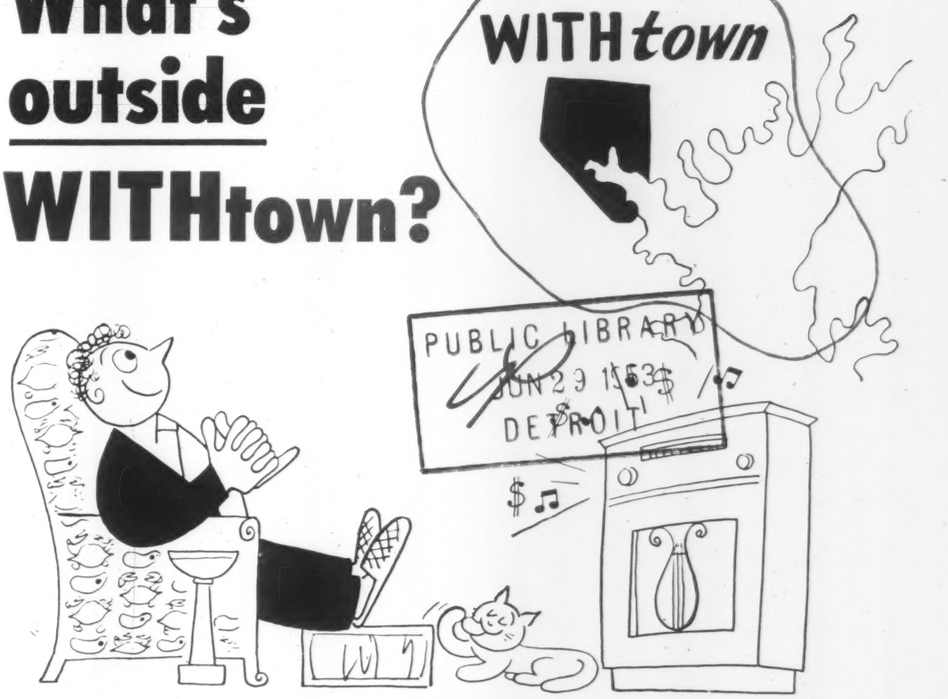
E NEWSWEEKLY
RADIO AND TV

What's outside WITHtown?



PUBLIC LIBRARY
JUN 29 1953
DETROIT

WITHtown is what we call the area covered by W-I-T-H. It's Baltimore City and the heavily populated parts of the surrounding counties.

Outside WITHtown is some of the most beautiful farm land in America. But mighty few people. Mighty few prospective customers.

Inside WITHtown are 375,000 radio homes. No other station in Baltimore—*regardless of power or network affiliation*—can offer you substantially more than that, because network affiliates overlap each other in coverage.

At W-I-T-H's low rates, you get more listeners-per-dollar than from any other station in town.

We'd like you to hear the whole story about W-I-T-H and its dominant position in the rich market of Baltimore. Just ask your Forjoe man.

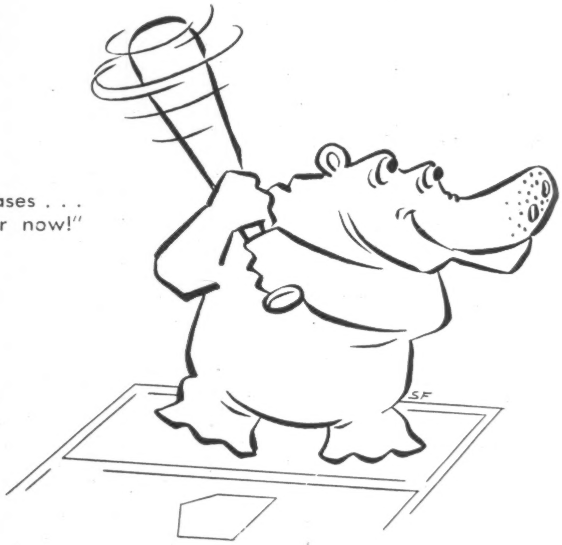
IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT—REPRESENTED BY FORJOE & COMPANY

XUM

Fables of the leopard and the hippo — II

ON "BRASS TACKS"



THE HIPPO: "We've got men on all the bases . . .
So I'll have to belt a homer now!"

IEES 0 1 0 0 0 3 0 2 0
OLES 1 0 0 2 1 0 2 0

THE LEOPARD:

"But getting down to brass tacks, a well-hit single can win this and many a game with just the run you need."

THE MORAL:

Wily advertisers, too (like the Spotted Leopard) should get right down to brass tacks often.

Those who do, use **Spot** TV.

Because they always find Spot TV's flexibility gives them just the local "plus" they need. On which their **own** products' local sales depend. And which nails down **more** sales where **most** sales can be made. Always within their budgets.

They use Spot TV as a **basic** advertising medium.

Find out how Spot TV can solve your brass tacks selling problems. Through these sixteen outstanding stations.

WSB-TV	**Atlanta**
WBAL-TV	**Baltimore**
WFAA-TV	**Dallas**
KPRC-TV	**Houston**
KECA-TV	**Los Angeles**
KSTP-TV	**M'p'l's-St. Paul**
WSM-TV	**Nashville**
WABC-TV	**New York**
WTAR-TV	**Norfolk**
KMTV	**Omaha**
WENS	**Pittsburgh**
WOAI-TV	**San Antonio**
KFMB-TV	**San Diego**
KGO-TV	**San Francisco**
KOTV	**Tulsa**
KEDD	**Wichita**

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

There's a *Master* Key to Detroit's 1¼ Million Home Radios . . . and ¾ Million Car Radios

Just as easily and frequently as Detroiters turn their radio dials to WWJ, you can turn your products into profits in the great Detroit market.

Compare rates and ratings and you'll see that WWJ costs you less than the average cost-per-thousand listeners for radio time in Detroit!

Surveys show that Detroit's ¾-million car radios are turned on soon as the motors are started up. And in Detroit more people depend on the auto for spot-to-spot transportation than in any other major metropolitan area.

WWJ
AM-FM
Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES
Associate
Television Station WWJ-TV

THE WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEO. P. HOLLINGBERY COMPANY

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL·TV

NBC • CBS • ABC • DuMont

Lancaster, Pa.

In its fifth year...
serving people
selling products

An enviable record of public service, an enthusiastic, buying audience—that's the WGAL-TV story as another anniversary rolls around. In the years to come WGAL-TV will continue to give its advertisers profit for their sales message . . . continue to serve its ever-growing loyal viewing audience with the best in stimulating local-interest and public service programs, top shows from four networks. The **Channel 8** large, rich Pennsylvania market area—including Harrisburg, York, Reading, Lebanon, Lancaster—offers advertisers a great profit potential. Increase your sales, profitably, economically—buy WGAL-TV, **Channel 8.**

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

WGAL
AM TV FM
Steinman Station
Clair McCollough, President

closed circuit®

FCC SWEEPSTAKES: Appointment of new commissioner to succeed Paul A. Walker expected any time. Still in forefront is Charles Garland, KOOL Phoenix. New name: Ford Bond, free-lance network announcer and radio-TV advisor to N. Y. Gov. Dewey. Definitely in running: Robert Dean, KOTA Rapid City, S. D.; Julius Cahn, 30-year-old counsel of Senate Foreign Relations Committee; Walter Johnson, former FCC staff attorney, now commonwealth attorney, Heathsville, Va.; Glenn D. Gillett, consulting engineer, also under Virginia's GOP banner; J. Paull Marshall, Maryland-D. C. attorney, and Edward J. Heffron, former NARTB public relations director.

★ ★ ★

ELEVENTH HOUR telegraphic protest against vhf Ch. 9 time-sharing grant in Kansas City to KMBC and WHB (see story page 61) got short shrift at FCC last Wednesday. Stanley Durwood, Kansas City motion picture theatre operator and licensee of KEDD (TV), uhf Ch. 16, Wichita, telegraphed that he intended filing for Ch. 9. FCC did not construe telegram as formal application. Moreover, it was said all concerned had been on notice since April 14, 1952 (when freeze was lifted) on Kansas City allocations.

★ ★ ★

UP IN ARMS over NARTB board's action opposing his baseball bill (S 1376), Sen. Edwin C. Johnson (D-Colo.) may explode any day on Senate floor. He's particularly incensed over purported network support of NARTB resolution and reportedly threatens "monopoly" investigation. Senator, who's president of Western League, has called network representatives on carpet and has prepared bombastic speech. Comment heard on Capitol Hill: "NARTB's honeymoon is over."

★ ★ ★

VIRTUALLY unanimous approval of one year extension of contract amendment, under which CBS Radio guarantees no reduction in radio rates for one year from Aug. 24, reported last Friday. William A. Schudt, CBS Radio station relations vice president, said count was 96%, with prospect that all 170 "rate stations" will approve. Minimum of 85% of domestic rate card is necessary.

★ ★ ★

WELL OILED campaign of FCC Chmn. Rosel H. Hyde to eliminate red tape may bring broadcasters windfall in abolition of annual financial form for both radio and television stations. Budget Bureau, which must approve all forms, understood to be backing Hyde proposal on ground that it works tremendous hardship, not only on stations but also on over-taxed FCC staff.

★ ★ ★

GENE AUTRY, famed showman and station owner (KMPC Los Angeles, KOOL Phoenix, KOPO Tucson and KNOG Nogales), found himself riding two political horses during last fortnight. He visited President Eisenhower on Wednesday and had long personal chat with him. Following Saturday he was honor guest at Texas State Society meeting in Washington and went all-out for Texas Senate Minority Leader Lyndon B. Johnson as Democratic nominee for President. Some folks, it's reported, took good natured ribbing from White House habitues.

★ ★ ★

FCC LAST week hardly scraped surface of its agenda, even though it did get through mass of material having to do with theatre television, common carrier operations and initial miscellaneous revisions of its final TV allocations report. Still pending are numerous policy matters, including new TV processing procedure, daytime skywave and personnel appointments.

★ ★ ★

RATIFICATION of North American Regional Broadcast Agreement by Senate is now race against adjournment. Although latest postponement was unintentional, new hearing date is July 8-10. Outlook is dimming in light of possible adjournment end of July or first week in August, and crush of "must" legislation. Clear channels are opposing ratification; State Dept., FCC and some non-clears are in support, with networks represented as being not opposed.

★ ★ ★

BIG BLOCK type accented RCA advertisement for color TV engineers in *Washington Post* last week. Ad did not appear outside Capital.

★ ★ ★

FUR CONTINUES to fly on move to name John H. Gayer, son-in-law of Sen. Dwight Griswold (R-Neb.) to International Frequency Registration Board, established to implement Atlantic City Telecommunications Convention of 1947. A. L. McIntosh, chief, FCC Frequency Allocation and Treaty Division, had been recommended for this international post by State Dept., FCC and other agencies identified with international communications. He sold home and booked passage July 8 for Geneva. Appointment to be made by State Dept. expected soon.

★ ★ ★

PROPOSAL that recently formed Television Information Committee of NARTB, set up to resist anti-radio-TV programming crusades, appoint full-time public relations counsel has been deferred. Committee itself plans to function during next quarter through NARTB headquarters without outside assistance. If circumstances indicate later that outside counsel is desired, it's believed some of top names in radio-TV public relations will be considered.

★ ★ ★

CONTEST for leadership in production of high power uhf transmitters may get underway full-tilt in first half of 1954. RCA shooting for production early next year of 10-12 kw transmitters with 250 kw ERP potential, but it hasn't set target date. Meanwhile, General Electric, using Klystron, has been only top manufacturer which has invaded highly complex field of high power uhf.

IN THIS ISSUE

LEAD STORY

Will color television be a reality by early 1954? RCA-NBC puts it squarely up to FCC in a lengthy (697-page) petition asking for the way to be paved toward approval of the RCA-NTSC compatible TV system for commercial telecasting. *Pages 31 to 39.*

ADVERTISERS & AGENCIES

Popularity of radio news programs is reflected in buys by seven firms. *Page 40.*

FILM

Crosby Enterprises official says federal defense demands and competition may force early release of its video tape system. *Page 44.*

FACTS & FIGURES

NRDGA study finds that in 1952 radio and TV got only three cents of the department store's dollar, while newspapers got 61 cents. *Page 54.*

Networks report radio sets increased nearly five million in 1952. *Page 56.*

GOVERNMENT

Kansas City competitors for Ch. 9 get share-time grant. KMBC-TV and WHB-TV will maintain separate studios, but will share a common transmitter site, to put that city's second vhf outlet on the air, they say, within 60 days. Other TV grants made at New Haven, Conn., Marshall, Tex., and Beckley, W. Va. *Page 61.*

STATIONS

Storer Broadcasting Co. follows its purchase of KABC San Antonio for $700,000 by sale of WMMN Fairmont, W. Va., at a reported $340,000, to Peoples Broadcasting Corp. *Page 70.*

Since the thaw, 80 TV stations have gone on the air. Total U. S.-Hawaii operating stations now number 188. *Page 72.*

NETWORKS

NBC Spot Sales launches drive to expand its list of station representations. *Page 75.*

FEATURES

How the Bank of America uses California radio to sell its services and spread its name. *Page 93.*

Television news can pay off, and any station can support a local newsreel. *Page 94.*

Using teletype circuits for baseball recreation. *Page 98.*

This TV station provides its own sports events and the sponsor loves it. *Page 100.*

UPCOMING

June 28-30: National Appliance & Radio-TV Dealers Assn. Meeting, Conrad Hilton Hotel, Chicago.

June 30-July 1: BAB and BMI Sales and Program Conference, Utah Hotel, Salt Lake City, and Ansley Hotel, Atlanta.

July 1-2: BAB-BMI Conference, U. of Denver, Denver, and Wade Hampton Hotel, Columbia, S. C.

July 6-7: BAB-BMI Conference, Northern Hotel, Billings, Mont.

July 8-10: Hearing on NARBA, Capitol, Washington.

(For other Upcomings, see page 112)

XUM

some spots are better

Some people have to be blasted out of bed. But millions of Americans are up long after midnight, listening to Post-Midnight Radio.

Post-Midnight Radio reaches a wide-awake audience, at a time when competition for attention is at a minimum. It will bring your sales message to myriads of new listeners, who cannot be reached at any other time.

For the best spot, at the right time, at the right place

than others

From midnight to dawn, the five Radio stations represented by NBC Spot Sales DELIVER 13 MILLION LISTENER IMPRESSIONS PER MONTH, AT THE LOW COST OF 35 CENTS PER THOUSAND.*

For eye-opening, hour-by-hour accounts of Post-Midnight Radio in New York, Cleveland, Chicago, Washington and San Francisco, call your NBC Spot Radio Salesman now.

*Source: Special Nielsen Audience Study, Midnight to 6:00 AM

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta**

**Bomar Lowrance Associates*

representing
RADIO STATIONS:

WMAQ	*Chicago*
WTAM	*Cleveland*
KNBC	*San Francisco*
WRC	*Washington*
WNBC	*New York*

representing
TELEVISION STATIONS:

KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*

Things have changed in ARKANSAS, too!

Arkansas has come a long way since the old "mule-and-plow" days—the majority of farms are now far more mechanized . . . electrified . . . prosperous. Result: *Arkansas Farm Income is 132.3% greater than it was ten years ago—a 16.0% greater increase than for the Nation as a whole.**

There have been other changes in Arkansas, too. Almost *all* the State can now be covered with *one* radio station, KTHS in Little Rock—now CBS and the only Class 1-B Clear Channel station in the State. KTHS offers *primary* daytime coverage** of more than a million people. *Secondary,* interference-free daytime coverage*** adds 2,369,675 people and includes practically all of Arkansas!

Write direct or ask The Branham Company for all the facts on the *big, new KTHS!*

**U. S. Dept. of Agriculture figures.*
***Half millivolt.*
****One-tenth millivolt.*

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

NBC Radio Affiliates To Organize July 27

ORGANIZATION meeting of new NBC radio affiliates committee to be held July 27 at Drake Hotel, Chicago, with NBC President Frank E. White invited to sit with station delegates. Invitations to attend being sent out over weekend to all regular NBC affiliates by Robert D. Swezey, WDSU New Orleans, chairman of informal study committee that has been planning project.

New committee to parallel NBC-TV Affiliates Committee formed in 1951. It will operate as committee-of-the-whole, with special committees named for specific projects, judging by present plans. Group will explore problems facing NBC radio affiliates. Suggestion had been made that affiliates invite Brig. Gen. David Sarnoff, NBC board chairman, to meeting but study committee felt group should get into operation and develop program before asking him to meet with stations.

Mr. Swezey told B•T he thought idea developed by NBC TV Affiliates Committee was soundest step forward in station relations in many years. He said Chicago session "is not in any sense a protest meeting."

Ziv Considering Transferring Headquarters

FREDERIC W. ZIV Co., considering transfer of headquarters to New York and Hollywood, expected to reach final decision within two months. If decision is affirmative, most of Cincinnati operations of Ziv Co., Ziv TV programs, and World Broadcasting System probably would relocate in N. Y., which already is headquarters for TV Sales, World, public relations and some radio production, while present Hollywood production and sales operations, plus new research department, would be located at new site company is seeking in California's San Fernando Valley [B•T, May 11].

EARLY START TREND

FOLLOWING trend of advertisers to start early in summer to build audience for fall season, Campbell Soup Co. will start its new program *Campbell TV Soundstage* (NBC-TV, Fri., 9:30-10 p.m.) on July 10. Agency: Ward-Wheelock Co., Philadelphia.

Distribution department probably would remain at Cincinnati. Space in new building at 48th St. and Fifth Ave. being considered for N. Y. headquarters if move is made.

Additional possibility in event of change: Frederic W. Ziv, president of Ziv Co. and World and board chairman of Ziv TV, might move from Cincinnati to N. Y., and John Sinn, president of Ziv TV and executive vice president of World and Ziv Co., might transfer from N. Y. to Hollywood.

F. D. R. Jr. Wants Equal Time To Answer Commercial

EQUAL time or facilities asked CBS-TV by Rep. Franklin D. Roosevelt Jr. (D-N. Y.), B•T learned. Rep. Roosevelt took exception to commercials broadcast on Sunday show *You Are There* by sponsoring electric companies. Congressman in letter to Frank Stanton, CBS president, charged commercials lent support to drive in Congress to "turn over Niagara Falls to the private utilities for the development of its hydroelectric potential." Rep. Roosevelt wants to counter what he called "political propaganda" in companies' institutional advertising. He also complained to Justice Dept. and Internal Revenue Bureau, with copy of letter to Stanton sent to FCC. CBS was noncommittal as of Friday with no decision reached.

JOHNSON WANTS BASEBALL SUSTAINING

SEN. EDWIN C. JOHNSON (D-Colo.) late last week unveiled legislative stinger understood to be leveled at strong broadcaster (particularly NARTB) opposition to his baseball bill (see early story, page 62).

Sen. Johnson amended his bill, which would permit baseball to restore radio-TV restrictive Rule 1 (d), so as to give this effect:

Any radio or TV station in U. S. could broadcast, rebroadcast or recreate any baseball game anywhere and at any time providing the program was *sustaining*.

Sustaining was defined by Sen. Johnson as "any program which is neither paid for directly or indirectly, to the licensee by any sponsor nor interrupted by any spot announcement."

His amendment also defined "spot announcement" as "any announcement made for remuneration and any other announcement except (1) a station identification announcement of the call letters, location, identification of the licensee, and network affiliation of such station, (2) an announcement devoted exclusively to a noncommercial and nonprofit cause or activity, or (3) a promotional announcement of a sustaining program."

It was understood that Sen. Johnson introduced his amendment with this philosophy in mind: If broadcasters say Rule 1 (d) will hurt radio-TV coverage and therefore public interest, here is chance for broadcasters to carry any games they wish in public interest. Rub is that broadcasters could not get paid for any baseball coverage that would violate Rule 1 (d).

Rule 1 (d) when it was effective prohibited radio-TV broadcasts of games within 50-mile territory around home team's ball park.

Language of amendment also would prohibit stations from carrying network programs whereby they conflicted with Rule 1 (d) unless carried sustaining.

First reaction among industry observers was that Johnson amendment was of "peculiar nature" and possibly points to baseball as being more commercial operation than "sport."

It was understood that Sen. Johnson is incensed over NARTB opposition to bill. Senator is president Western League baseball circuit.

• BUSINESS BRIEFLY

PACKARD IN 186 MARKETS • Packard cars planning spot radio campaign in 186 markets, effective July 13. Schedule will run for two weeks, off two weeks, and on again for another two weeks, totaling 20 spots for each station. Spots will promote new 1953 car. Maxon Inc., N. Y., is placing.

BLOCK TO NAME • Block Drug, Jersey City, expected to name Kastor, Farrell, Chesley & Clifford, N. Y., to handle its Minipoo shampoo and Alkaid, formerly serviced by Joseph Katz Agency, and its Poslam, previously Dowd, Redfield & Johnstone account.

15 MINUTES FOR AIR FORCE • Air Force dickering for 15-minute TV network show featuring service band. Details, including network, not yet worked out. Show would be Washington-produced but emanating from New York live or by kinescope. Air Force also switching its *Guide Right* program on DuMont TV from Thursday 8 p.m. N. Y. time to Friday 8:30 p.m. N. Y. time and picking up additional stations in Cincinnati, Cleveland, Philadelphia and Bridgeport, effective on or about July 10.

100-MARKET RADIO DRIVE • Philip Morris cigarettes, through Biow Co., N. Y., placing radio spot campaign in 100 scattered non-TV markets, effective July 6 for 13 weeks.

STOCKING SPOTS • Burlington Mills (Cameo stockings) expected to place radio-TV spot campaign in 50 markets starting in fall, probably around Sept. 14, for 13 weeks. Donahue & Coe, N. Y., is agency.

ABC Sells American New Danny Thomas Show

IN ITS BIGGEST sale since merger with United Paramount Theatres last March, ABC has signed American Tobacco Co. to sponsor its new Danny Thomas TV show on alternate-week basis, starting in October, and also has company's commitment to sponsor another half-hour ABC-TV program in fall. Announcement being made today (Monday) by Robert E. Kintner, ABC president, who led network negotiations on sale, and Paul M. Hahn, American Tobacco Co. president.

Time and talent costs on Thomas show estimated unofficially to be about $75,000 per program. Exact time of series uncertain, but officials said earlier in week, before sale was disclosed, that Thomas program probably would go into a weekday 9-9:30 or 9:30-10 p.m. spot. Negotiations for other ABC-TV show still in progress with time and program undecided. Agencies for American Tobacco: BBDO New York (Lucky Strike cigarettes), and Sullivan, Stauffer, Colwell & Bayles, N. Y. (Pall Mall cigarettes).

BAB Joins AFA

AFFILIATION of BAB with Adv. Federation of America announced Friday by Elon G. Borton, AFA president, and William B. Ryan, BAB president. AFA, which now has 16 national advertising associations as members, named Mr. Ryan to represent BAB on its board of directors.

personal
MEMO
from
"SPeeDy"

WSPD AM/TV
136 HURON ST.
TOLEDO 4, OHIO

July, 1953, marks the Fifth Anniversary of WSPD-TV.

WSPD-TV is happy to salute you, the Sponsors and Advertising Agencies, who pioneered with Television by foreseeing the limitless possibilities offered by this new baby of the radio industry.

To you who became members of the WSPD-TV family of sponsors in 1948, when we could offer only 1800 TV set circulation, and to you who have joined our family in the intervening five years and now enjoy a Billion Dollar Toledo Market, we humbly say, "THANK YOU."

Speedy

WSPD TV AM-TV
TOLEDO, OHIO

Storer Broadcasting Company

TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally by KATZ

at deadline

KDYL-AM-FM-TV Sale Gets Green Light; Other Actions

TIME Inc.'s $2.1 million purchase of KDYL-AM-FM-TV Salt Lake City from Sidney S. Fox and associates was approved by FCC Friday [B•T, May 25, 18, April 6] and closing of sale will be Tuesday (tomorrow), according to G. Bennett Larson, who becomes president-general manager and 20% owner under Time Inc. ownership.

TLF Bcstg. Corp., 80% owned by Time Inc. and remainder owned by Mr. Larson, former vice president-general manager of WPIX (TV) New York, assumes operation Wednesday. No changes in personnel or representation (Blair) is contemplated at this time, he said.

Other broadcast actions by FCC:

WSGN-AM-FM-TV Birmingham, Ala., granted assignment for $375,000 from Birmingham News Co. to Jemison Bcstg. Co., latter headed by investment banker John S. Jemison Jr. Birmingham News Co.'s $2.4 million purchase of WAPI radio-TV outlets there was approved earlier by FCC [B•T, June 15].

KULA Honolulu granted transfer of control from Interstate Bcstg. Corp. (KLO Ogden, Utah) and others for $300,000 to American Bcstg. Stations Inc. (WMT Cedar Rapids) and KJBS Bcstrs. (KJBS San Francisco).

KCNA-AM-TV Tucson, Ariz., granted acquisition of positive control by Erskine Caldwell, author and 31.9% owner, through purchase of 43.77% for $39,148 from William H. Johnson, William A. Small and Clare Ellinwood.

KCIL Houma, La., was granted assignment from Charles Wilbur Lamar Jr. to KCIL Inc., controlled by Denver T. Brannen, one-third owner WACL Waycross, Ga. Consideration $40,000, plus $300 monthly land-building lease with option to buy for $25,000.

WGBI-TV Scranton, Pa., application for assignment of Ch. 22 permit from Scranton Bcstrs. Inc. to MCL TV Corp. was set for hearing on date to be set later. MCL is part owned by WQAN there. Comrs. Paul A. Walker, George E. Sterling and Robert T. Bartley dissented.

WNDR-AM-FM Syracuse, N. Y., license renewal application was set for hearing on date to be determined and application for transfer of control was put in pending file. Issues include whether station has been transferred without consent, involves agreement dated Oct. 22, 1948.

FCC dismissed petition by WNOE New Orleans against new station grant to Ville Platte Bcstg. Co. for 250 w day on 1050 kc at Ville Platte, La.

KIND Independence, Kan., granted new Class A FM station on Ch. 228 with ERP 330 w.

TV actions included:

WTOC Savannah, Ga.—FCC made final initial decision to grant new TV station on vhf Ch. 11 with ERP 258 kw visual. Martin & Minard, competitive applicant, withdrew.

Lebanon TV Corp. (WLBR), Lebanon, Pa.—FCC made final initial decision to grant uhf Ch. 15 with ERP 92.8 kw visual. Steitz Newspapers Inc. gave up competitive bid, acquired option for one-third interest.

John Poole Bcstg. Co., Sacramento, Calif—FCC made final initial decision to grant uhf Ch. 46 with ERP 207 kw visual and to dismiss competitive application of Jack O. Gross. Mr. Poole owns KBIG Avalon, Calif., and is permittee of uhf Ch. 22 KPIK (TV) Los Angeles.

By memorandum opinion and order, FCC postponed effective date of May 13 grant of vhf Ch. 13 at Eugene, Ore., to Eugene TV Inc. pending final determination upon protest by W. Gordon Allen, permittee uhf Ch. 20 KTVF (TV) there. Comr. Robert T. Bartley dissented.

Hattiesburg TV Co., vhf Ch. 9 applicant at Hattiesburg, Miss., was advised hearing is required because of joint ownership by principals in WFOR and WHSY there. FCC expressed concern for continued competitive operation of two AM stations. Application was put in clear by withdrawal last week by Mississippi Electronics Inc. Latter includes part owners of Piedmont Radio Co., uhf Ch. 17 applicant at Spartanburg, S. C., in competition with Sterling TV Co. [B•T, June 25].

Legal inquiry of community television systems is set forth in FCC letter to J. E. Belknap & Assoc., Poplar Bluff, Mo., asking additional information on proposed use of microwave relay stations at Osceola, Ark., and Kennett, Mo., to transport TV programs to local distributors. FCC posed question whether such operation would be common carrier, how rates would be handled and nature of property rights in program material on part of originating TV stations and community distributors.

Three new TV applications tendered Friday:

Toledo, Ohio—Maumee Valley Bcstg. Co., vhf Ch. 11, ERP 316 kw visual. Principals include Hulbert Taft Jr. and David G. Taft, associated in Taft-family-owned WKRC-AM-FM-TV Cincinnati and WTVN (TV) Columbus. Five others pend for Ch. 11.

Grand Rapids, Mich.—Peninsula Bcstg. Co., uhf Ch. 23, ERP 216 kw visual. Principals include drive-in movie exhibitor John D. Loeks and associates. Ch. 23 hearing has been ordered by FCC between WGRD and W. S. Butterfield Theatres Inc.

Brockton, Mass—Trans-American TV Enterprises, uhf Ch. 62, ERP 193.3 kw visual. Principals include Morton M. Goldfine and Harry E. Franks, part owners WESX Salem, Mass.

Legal right of Notre Dame U. under state corporation laws to seek commercial TV station through subsidiary firm, Michiana Telecasting Co., challenged by WHOT South Bend, Ind., in petition Friday to enlarge issues in uhf Ch. 46 hearing ordered by FCC.

WKHM Jackson, Mich., petitions for allocation of vhf Ch. 10 to nearby Parma, Mich. WHPE High Point, N. C., asks amendment of Zone 1 to include West Virginia and for substitution of vhf Ch. 4 for Ch. 6 at Beckley, substitution of Ch. 3 for Ch. 6 at Wilmington, N. C., and assignment of Ch. 6 to High Point.

KFMB-AM-TV Petry Named In Branham Co. Damage Suit

SUIT for $400,000 damages, listed as potential return on contract to act as national representative for KFMB-AM-TV San Diego, filed in Los Angeles Superior Court by Branham Co. Defendants named are Wrather-Alvarez Broadcasting Inc., licensee of stations; J. D. Wrather Jr.; Helen Alvarez; Edward Petry & Co., and Edward Petry.

Branham Co. charges breach of contract and inducing of breach, contending its agreement to represent KFMB-AM-TV was to run to August 1955. Pact said to have been made with Kennedy Broadcasting Co., which sold stations to Wrather-Alvarez Broadcasting Inc. several months ago. Charge made that Edward Petry & Co. induced new owners to cancel representation effective July 1 though pact had two years to run.

TV Target Dates

JULY 15 is on air date set by KEDD (TV) Wichita, Kan., uhf Ch. 16, with commercial programming scheduled before Aug. 1, Ben Baylor, general manager, said Friday. Station will be affiliated with both NBC-TV and ABC-TV. He added building is nearly completed and tower going up rapidly.

Bill Ware, KSTM-TV St. Louis president, sadly reported building strike has stopped construction of station; he hopes early settlement will still allow uhf Ch. 36 station to go on air in September.

KMTV (TV) Omaha, pre-freeze vhf Ch. 3 station, reported hundreds of letters and calls after power boost to 100 kw, maximum allowed (other starting dates, page 72).

PEOPLE

JOHN DONALDSON, 39, timebuyer at Ruthrauff & Ryan, N. Y., died suddenly in N. Y. Friday morning. Mr. Donaldson had been with ABC and the Harry B. Cohen Adv. Agency, N. Y.

MARTIN B. MONROE and **ARTHUR DAWSON,** WOR N. Y., account executives, were honored Friday for bringing in $1 million in net billings apiece since joining station.

WILLIAM ORCHARD, 65, copy editor of BBDO, died Thursday at his home in N. Y. He joined Geo. Batten Co. in 1919 and remained when it merged with Barton, Durstine & Osborn in 1928. He taught advertising for 27 years at Columbia U., Pace Institute and Washington Irving High School. Surviving are his wife, Mrs. Mildred Peck Orchard, and two sons, William Jr. and Joseph T. Orchard.

PAUL TIEMER, New England manager of Paul H. Raymer Co. and previously sales manager of N. Y. office of firm, appointed to staff of Bertha Bannon, Boston, radio and television representatives.

LEAVITT J. POPE, assistant to general manager of WPIX (TV) N. Y., named operation manager of station in addition to his present duties.

BILL LAUTEN, manager of business publicity, NBC press department, has resigned effective July 2. Future plans not announced.

CARL L. SHIPLEY, Washington radio-TV attorney, named special assistant by U. S. Attorney General Herbert Brownell Jr. Mr. Shipley will continue private practice.

Florida Broadcasters Protest Johnson Bill

VIGOROUS protest against Johnson Bill (S-1376) to exempt baseball from antitrust laws in radio-TV contracts made by Florida Assn. of Broadcasters at Friday meeting. FAB approved proposed NARBA treaty and reaffirmed long-standing opposition to radio power over 50 kw.

L. Herschel Graves, WTAL Tallahassee, elected president. John B. Browning, WSPB Sarasota, was elected first vice president; Tom Gilchrist, WTMC Ocala, second vice president; A. B. Letson, WCNH Quincy, secretary-treasurer. Directors elected were H. Denison Parker, WTAN Clearwater; Robert L. Bowles, WFTL Ft. Lauderdale; Owen F. Uridge, WQAM Miami; Charles E. Davis, WWPG Palm Beach, and George W. Thorpe, WVCG Coral Gables.

Music Licensing Group Meets

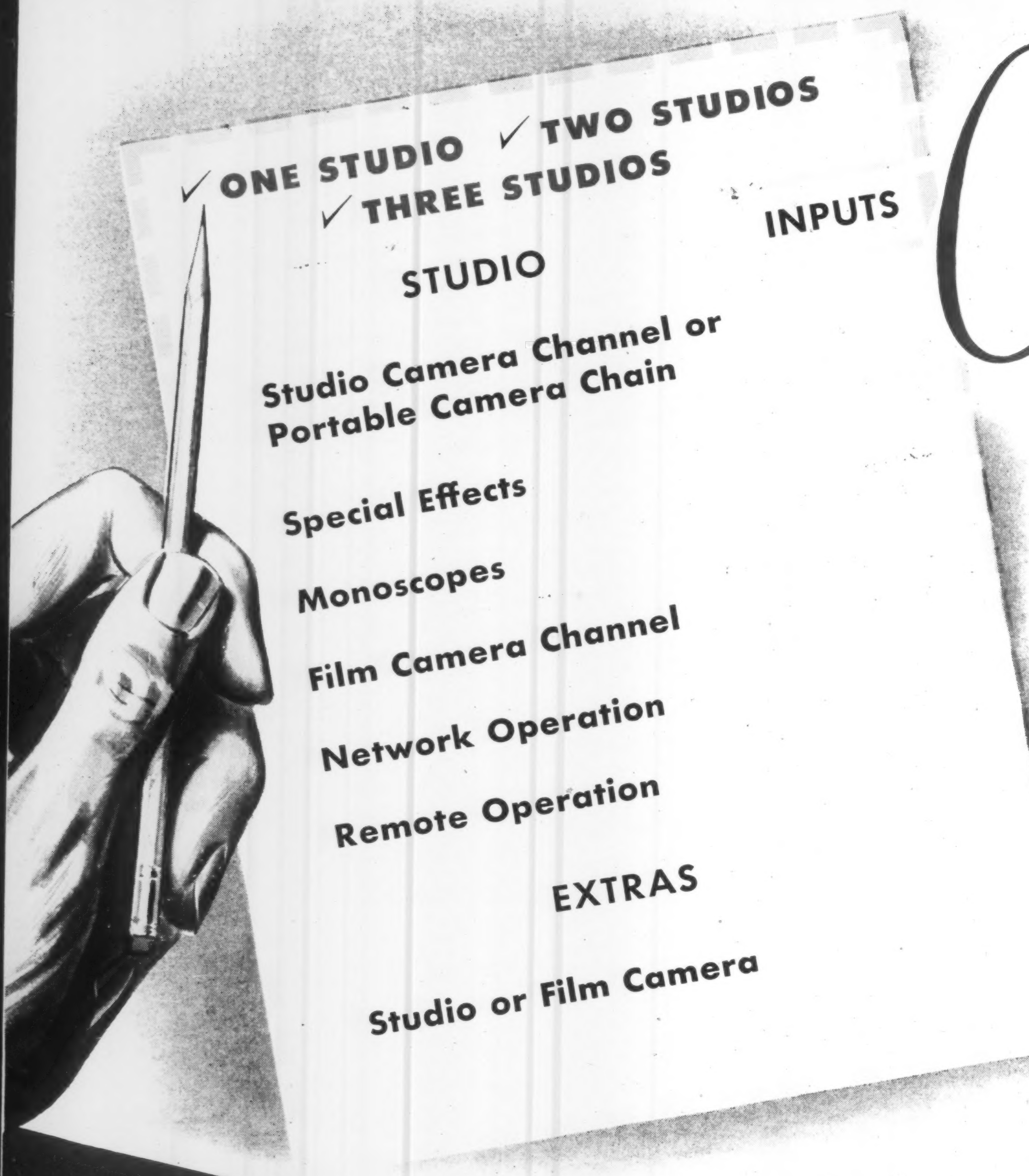
ALL-INDUSTRY Local TV Music License Committee, at first meeting in N. Y. Thursday, made plans for opening negotiations with ASCAP for blanket and per program licenses. Group will collect information to advance negotiations and suit brought by 56 stations seeking per program rates. No date has been set for first meeting with ASCAP.

Eight New Y & R VP's

EIGHT EXECUTIVES of Young & Rubicam, N. Y., have been promoted to vice presidents, president Sigurd S. Larmon announced Friday. They are Edward L. Bond, Aldis P. Butler, Robert W. Clayton, Wilson H. Kierstead, G. M. Miller, Gernard Pagenstecher, P. C. Richardson and Luis G. Weil.

WORZ Names Taylor

WORZ ORLANDO Fla., names O. L. Taylor Co. as its representative, effective July 1.



✓ ONE STUDIO ✓ TWO STUDIOS
✓ THREE STUDIOS

INPUTS

STUDIO

Studio Camera Channel or
Portable Camera Chain

Special Effects

Monoscopes

Film Camera Channel

Network Operation

Remote Operation

EXTRAS

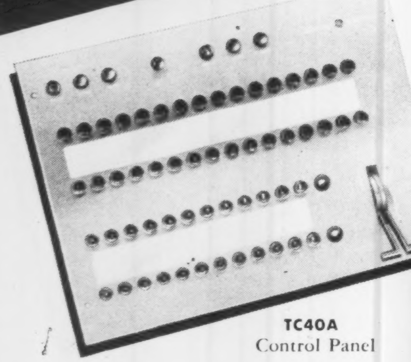
Studio or Film Camera

Chec

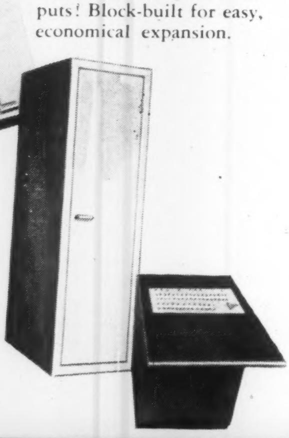
● Fill out this list according to *your* studio's requirements. Then — either show it to your area's General Electric representative or send it directly to *General Electric Co., Section 263-29, Electronics Park, Syracuse, New York.*

MEDIUM OR LARGE STUDIO OPERATION

TC41A: Newest and finest G-E Relay Switching System offers outstanding versatility in control of programs and commercials. Provision to switch, fade or dissolve up to twelve non-composites plus facilities for switching three composite inputs! Block-built for easy, economical expansion.



TC40A
Control Panel



TC30A: Switches, fades and dissolves manually or electronically. Local, remote or network switching with three-position selector switch. Two sets of projector controls for remote operation. Use for rehearsals without disturbing on-air signal with bypass switch. Five-position monitor selector switch.

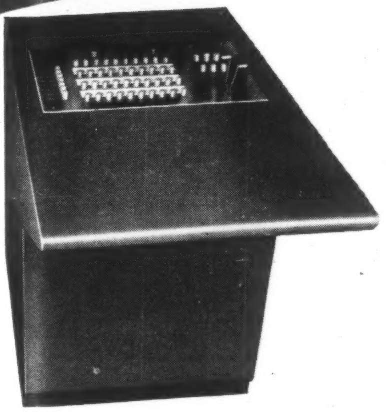
SINGLE STUDIO OPERATION

the unit that fits *your* needs best!

General Electric offers you switching systems to meet any and all studio requirements!

ONE studio? Two studios? Three studios? General Electric's switching systems answer all *your* requirements. G.E. offers such a wide variety of TV switching combinations that you can quickly pinpoint the unit that best fits your needs, today! And if you plan to enlarge your operation in a few years, G.E. also provides that extra margin for expanding facilities when necessary. Any General Electric switching system you buy will not only give you the most for your money, but will also assure you minimum maintenance worries, plus operation ease that's always greatly appreciated. For further, complete information, please write today to: *General Electric Company, Section 263-29, Electronics Park, Syracuse, New York.*

LARGE STUDIO OPERATION



TC31A: Automatically, and with perfect smoothness, inputs can be lapped, dissolved or faded at *two* different rates. Manual faders permit superposition of any of the non-composite channels. Clamping and sync-mixing save cost of a Stabilizing Amplifier. Instantly by-pass any input to output during rehearsals.

ONE MAN STUDIO OPERATION

TC39A: New broadcasters! Need a one-man TV equipment operation? G.E. has designed a special minimum investment package just for your purposes. Integral part is new switching panel. Panel provides facilities you need, all the quality necessary for outstanding performance, with just a single operator!

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

You'll
GET THIS
TYPE OF
MERCHANDISING
AND
PROMOTION
ON
RADIO STATION
WSAZ

1. Courtesy Announcements
2. Newspaper Advertising
3. Monthly Mailings to Grocers and Druggists
4. Special Mailings
5. Car Cards
6. Trade Calls
7. Point of Sale Displays

•

National Representatives:
THE KATZ AGENCY
OR
C. TOM GARTEN
Station Manager

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

OHIO
KY.
W.VA.

RADIO STATION
WSAZ

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BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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BUREAUS

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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.*

CHICAGO — 360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

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*Reg. U.S. Patent Office

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In this 5-Station Market,

WSYR is FIRST

Any way you look at it

PULSE OF SYRACUSE
April, 1953

72 15-Min. Periods, 6 a.m. to Midnight
WSYR FIRST . . . in 50 periods
WSYR SECOND in 22 periods
72
(that's all there is)

NIELSEN 1952

WSYR FIRST
by 47% to 212%

SAMS 1952

WSYR FIRST
by 29.8% to 239%

WSYRACUSE
570 KC

NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed

WSYR-AM-FM-TV — *the Only Complete Broadcast Institution in Central New York*

IN THE LEAD . . . AND THEN SOME!

KNXT heads the field
in Los Angeles television!
Out front with...

Biggest ratings, daytime
and night...
35% bigger during the day!

Greatest share-of-audience...
9.2% greater all week long!

The most top programs
...network and local,
day and night!

And you are even farther ahead!
KNXT *delivers its greater*
audiences at an average cost
of less than a dollar
per thousand viewers.

If you're looking for the *most*
customers at the *least* cost in the 10-billion doll

Source: ARB, May 1953.

doll Los Angeles TV market, the hunt ends at **KNXT** Channel 2

CBS Television's key station in Hollywood
Represented by CBS Television Spot Sales

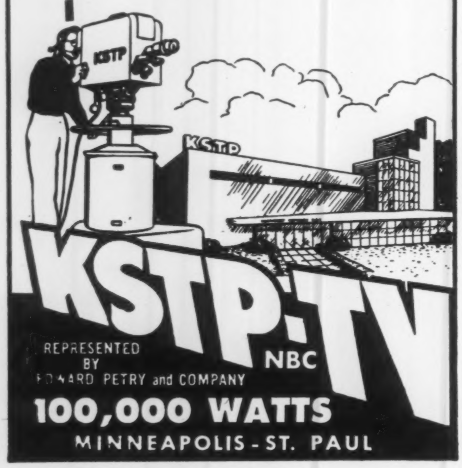
IN THE
Upper Midwest...

YOU MUST HAVE

- The Best Facilities
- The Most Experience
- The Best Programs

to be
Number One.

In
Minneapolis-
St. Paul,
Television
IS
KSTP-TV



REPRESENTED BY EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

IN REVIEW

WILLYS THEATRE

CBS-TV, alternate Thursdays, 8:30-9 p.m.
Sponsor: Willys Motors Inc.
Agency: Ewell & Thurber, N.Y.
Executive Producer: William Dozier.
Director: Bob Stevens.
Writer: Ben Hecht.
Cast (June 25): Ann Rutherford, Barry Nelson, Gary Merrill, Janis Carter, Olga Baklanova.

UNLESS things pick up later in the series, Ben Hecht's excursion into television will enhance his bank account far more than his reputation, even if, as is to be doubted, he is working at minimum scale.

The first offering on the new *Willys Theatre,* an every-other-week presentation of Hecht scripts, opened with a narration in praise of New York, and no cliches were spared in describing the city as big, small, heartless, kind, crowded, lonely, not to mention hot and cold. The story that followed the introduction maintained the same standards of originality.

A Cedar Rapids girl who had once unsuccessfully attempted an acting career in New York returns to the big city for a vacation with her Cedar Rapids husband, who raises cows. Trouble is that although she had never had a part, she had told the folks back home she was the toast of Broadway. Naturally her husband believes she is a crony of the illustrious and expects to be introduced to all the famous of the New York stage.

Needless to say, her fraud is at last exposed, but Cedar Rapids love triumphs over New York glitter. "I lied," she says miserably. "No, darling," says the cowherd, "you were only daydreaming." Is this the author who helped to write "The Front Page"?

* * *

BLIND DATE

DuMont Television Network, Tues., 8:00-8:30 p.m. EDT.
Sponsors: Toni Co. and Hazel Bishop Lipstick.
Producer: Mike Dutton for Bernie Shubert.
Director: Larry Schwab Jr.
Announcer: Terry O'Sullivan.
M. C.: Jan Murray.
Orchestration: Ray Bloch.
Agency for Toni: Weiss & Geller.
Agency for Hazel Bishop: Raymond Spector Agency.

WAY up on the list of contrived "spontaneous" telecasting is a recent addition to the DuMont Television Network's Tuesday evening schedule called *Blind Date,* a program idea nearly as old as the practice it purports to explore. On the basis of the June 23 show, it's a format that is not growing old gracefully. If the program were to attract a sizable audience, it would be because of interest in the intrigue accompanying plots of the boy-meets-girl variety. But what happened last Tuesday night gave rise to a suspicion that these boys and girls had met before—probably at a run-through preceding the telecast. The show was disturbingly rehearsed.

In each go-round two young men, competing for a date with a pretty young girl, are introduced by Jan Murray, the show's m.c. Each is given a chance to talk with his prospective date explaining his reasons for wanting to escort her round the town for an evening. Since the young lady wears a blind fold, her date choice is based solely on one boy's ability to out-talk the other.

The television audience can get into the act too. If you have a friend interested in dating a well-known personality, Mr. Murray is the man to contact. You will be instructed to lure your unsuspecting companion to the studio where the celebrity will be on hand. Your friend will have her desired blind date if she chooses correctly between the celebrity, who on June 23 turned out to be violinist Florian Zabach, and a stand-in participant of a sort, comedian Henny Youngman.

Blind Date offers no surprise, no suspense, no new twist. The format, rather than being limited to the amusement that might accompany date arrangements sight-unseen, serves as a comic vehicle for Jan Murray. Mr. Murray isn't very funny to begin with. Subordinating format to his comic antics does more to harm the show than to help it.

Several sets are used on the show. They are used well by the director. The camera smoothly moves the viewer from one setting to another for different portions of the telecast, giving some visual interest to the program. Toni, which co-sponsors *Blind Date* with Hazel Bishop lipstick, is aiming its home permanent sales message at the junior-high-school age group and at the woman whose gray hair need no longer be a permanent problem thanks to a new Toni product. Before-and-after shots stress the necessity of getting a "Toni" immediately if not sooner. As usual, a pretty girl convinces you that Hazel Bishop lipstick "can't smear off!" The latter company persists in using printed caption on its TV commercials in the tradition of foreign films or silent pictures—a practice that seems redundant since the lady doing the talking speaks English, or something very like it.

* * *

BOOKS

BEGINNING TELEVISION PRODUCTION, by Melvin R. White. Burgess Publishing Co., 426 S. Sixth St., Minneapolis 15, Minn. 111 pp. $2.50.

STUDENTS who are concerned with the high cost of textbooks should greet with enthusiasm this television production book. Not only is the book relatively inexpensive for a text containing the information and pictures that this one does, but also it covers virtually all facets of television production. Mr. White discusses the problems of black and white television, personnel needed for TV production and equipment and lighting requirements. Some of the most valuable portions of the book, however, are those which take up TV properties and sets, costuming, makeup for TV and the vitally important, but sometimes overlooked (in textbooks), acting and directing requirements of television. Mr. White is an authority on theatre and TV, being supervisor of Walt Whitman Hall and the George Gershwin Theatre, at Brooklyn College.

* * *

THE RADIOTRON DESIGNER'S HANDBOOK, fourth edition, edited by F. Langford-Smith and 33 author-engineers, distributed in the U. S. by RCA Victor Div. Tube Dept., Harrison, N. J. 1,500 pp. $7.

WRITTEN for the design engineer, student and experimenter, this book has been 12 years in preparation since the third edition in 1940 and is more than four times as large as the latter. It contains 1,000 illustrations, cross index of 7,000 entries and 2,500 references.

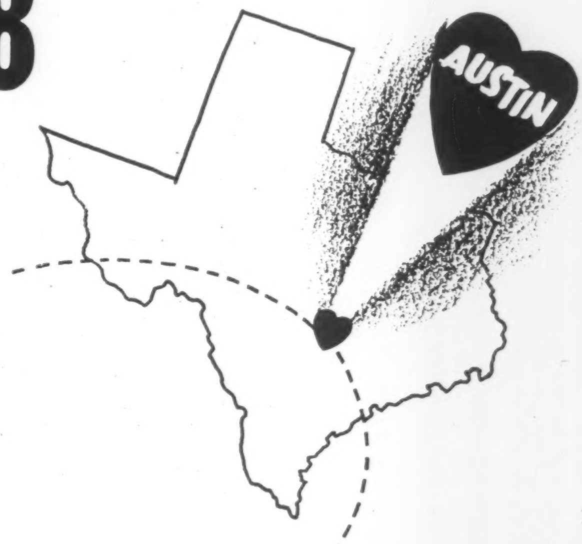
Covering design of radio and audio circuits and equipment, its 38 chapters are under seven major headings including radio tubes; general theory and components; audio frequencies; radio frequencies; rectification, regulation, filtering and hum; complete receivers, and sundry data including tables and graphs.

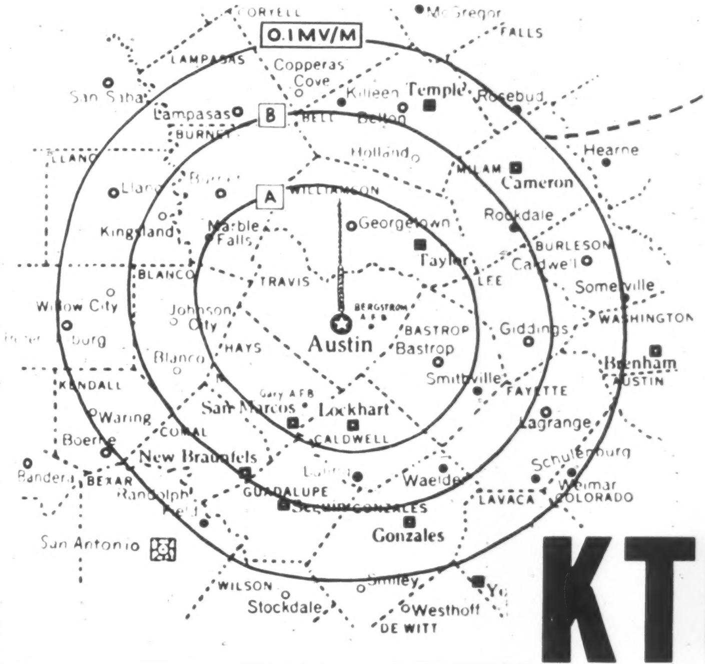
IN AND AROUND AUSTIN THERE'S A MARKET OF

535,028

TEXANS

that can be reached by Austin's first and only TV station–KTBC-TV.




CORYELL
McGregor
FALLS
O.1MV/M
LAMPASAS
Copperas Cove
Killeen
Temple
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B
BELL
Belton
BURNET
Holland
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A
WILLIAMSON
Marble Falls
Kingsland
Georgetown
Rockdale
Taylor
BURLESON
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Weimar
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GUADALUPE
Seguin
GONZALES
LAVACA
COLORADO
Gonzales
San Antonio
WILSON
Smiley
Stockdale
Westhoff
DE WITT

FOR YOUR FACT BOOK:

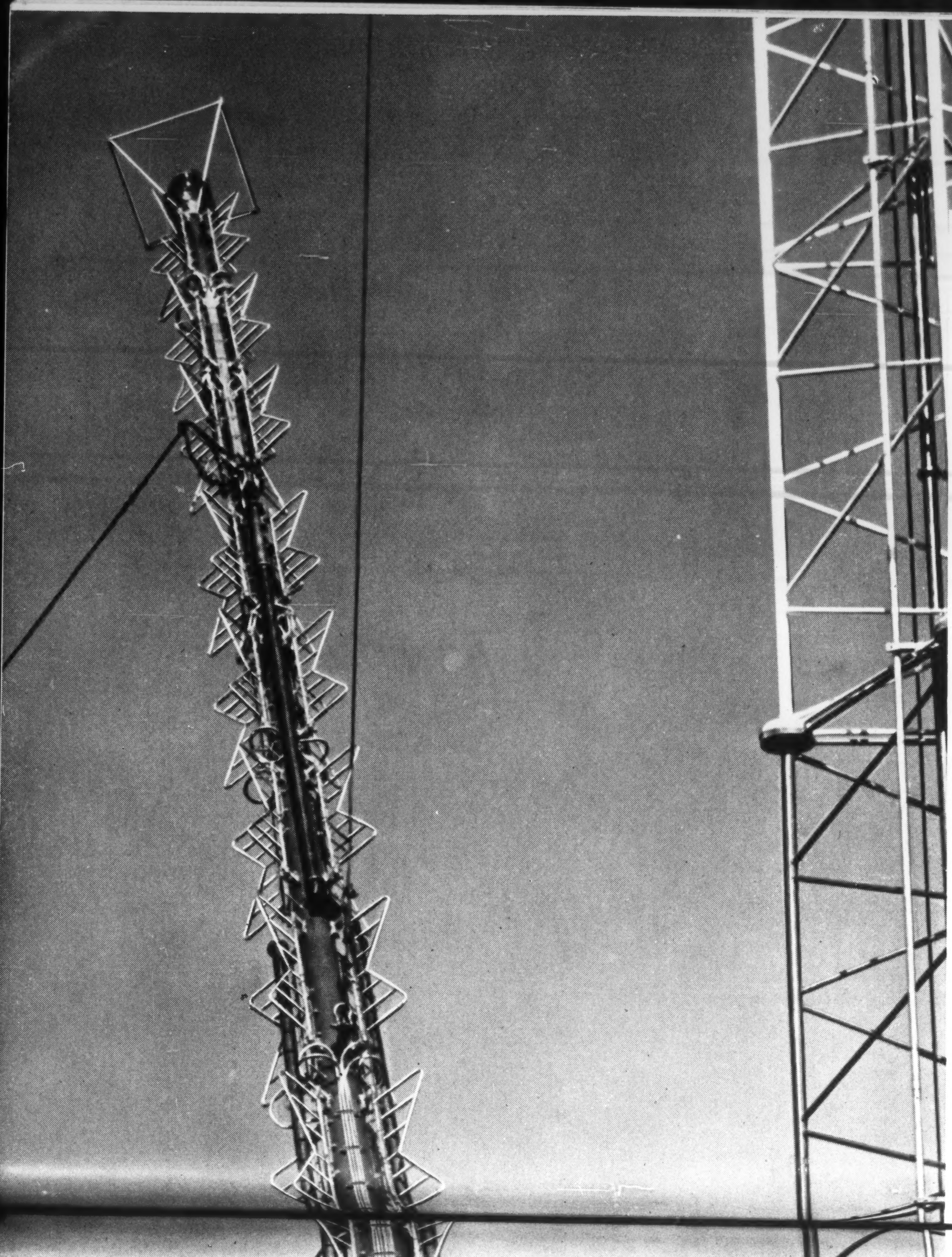
- 100,000 Watts-Channel 7
- Antenna 740 Feet Above Average Terrain
- 535,028 population, 0.1 mv/m coverage
- $506,960,000.00 1952 Retail Sales, 0.1 mv/m coverage
- 336,447 population, "A and B" Contour Coverage
- $327,783,000.00 1952 Retail Sales, "A and B" Coverage
- Capitol of Texas
- 5th City in the State
- 68th City in the Nation
- CBS NBC ABC DUMONT NETWORKS

KTBC-TV

CHANNEL 7 • AUSTIN, TEXAS

Represented nationally by The O. L. Taylor Company

Population and retail sales data from Sales Management, adjusted to contour map calculated by A. Earl Cullum, consulting engineer, Dallas; Sales Management figures are copyrighted and may not be reproduced without permission.

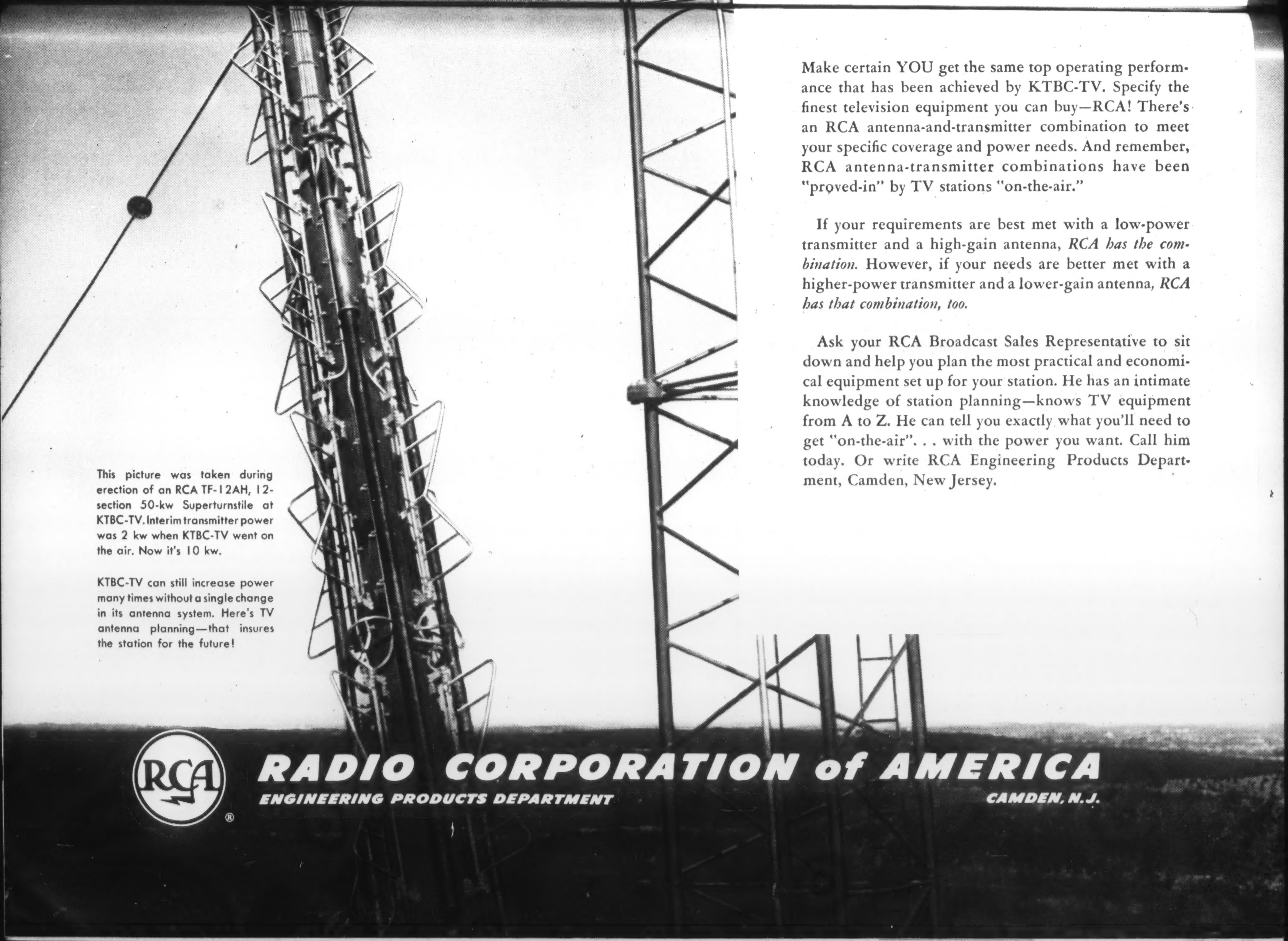


KTBC-TV
Multiplies Power by FIVE!

KTBC-TV is now radiating 100 kw ERP with an RCA 10-kw VHF Transmitter (Type TT-10AH)—and a new RCA High-Gain, 50-kw rated Antenna (see illustration).

Says J. C. Kellam, General Manager of KTBC-TV: "The RCA 12-section Antenna is performing in splendid fashion. As a matter of fact, its performance exceeds the promise made by your Sales Representative."

Reports Ben Hearn, Chief Engineer of KTBC-TV: "KTBC engineers liked the ease of broadbanding and the simplicity of 'tune-up' while the station was broadcasting test patterns. The high-level modulated transmitter provides full power output of peak visual and aural power."



This picture was taken during erection of an RCA TF-12AH, 12-section 50-kw Superturnstile at KTBC-TV. Interim transmitter power was 2 kw when KTBC-TV went on the air. Now it's 10 kw.

KTBC-TV can still increase power many times without a single change in its antenna system. Here's TV antenna planning—that insures the station for the future!

Make certain YOU get the same top operating performance that has been achieved by KTBC-TV. Specify the finest television equipment you can buy—RCA! There's an RCA antenna-and-transmitter combination to meet your specific coverage and power needs. And remember, RCA antenna-transmitter combinations have been "proved-in" by TV stations "on-the-air."

If your requirements are best met with a low-power transmitter and a high-gain antenna, *RCA has the combination.* However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, *RCA has that combination, too.*

Ask your RCA Broadcast Sales Representative to sit down and help you plan the most practical and economical equipment set up for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you'll need to get "on-the-air". . . with the power you want. Call him today. Or write RCA Engineering Products Department, Camden, New Jersey.

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

FIRST
IN RADIO!
NOW
FIRST
IN TV!
KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!
CBS AND DuMONT
TELEVISION NETWORKS
Wichita Falls Television, Inc.

George Arkedis

on all accounts

IN THE SUMMER of 1949, when a midwest network TV sales department was on the planning boards of top CBS Television Network officials in Manhattan, a native New Yorker was persuaded to become a Chicagoan.

The results proved beneficial both for CBS Television and for George Arkedis, who put the network's midwest TV sales office on record with a fistful of sales.

It was probably inevitable that H. Leslie Atlass, vice president in charge of CBS Central Div., should install Mr. Arkedis as sales manager of WBBM-TV when this outlet came into being last spring with CBS' purchase of the old WBKB (TV).

And, once again, Mr. Arkedis moved in where other salesmen might have feared to tread—as a one-man sales force at the outset.

The transplanted New Yorker has rolled up an impressive record for the CBS o&o TV outlet.

Local TV selling is a little different from network selling, he admits. "You're closer to a sale and closer to a man's dollar," is the way he puts it.

Mr. Arkedis was born in New York on Sept. 26, 1913. He was graduated from Fordham U. with a bachelor of arts degree. His first job was with Kimball, Hubbard and Powell. He joined Morgan Richner & Co. in 1938.

Two years later, young Arkedis joined Pedlar & Ryan as assistant account executive on Procter & Gamble's Chipso. In 1941 he moved to Joseph Hershey McGillvra, radio station representative, a tenure that was interrupted by service in the Navy. He was mustered out as lieutenant commander in May 1946 and rejoined McGillvra.

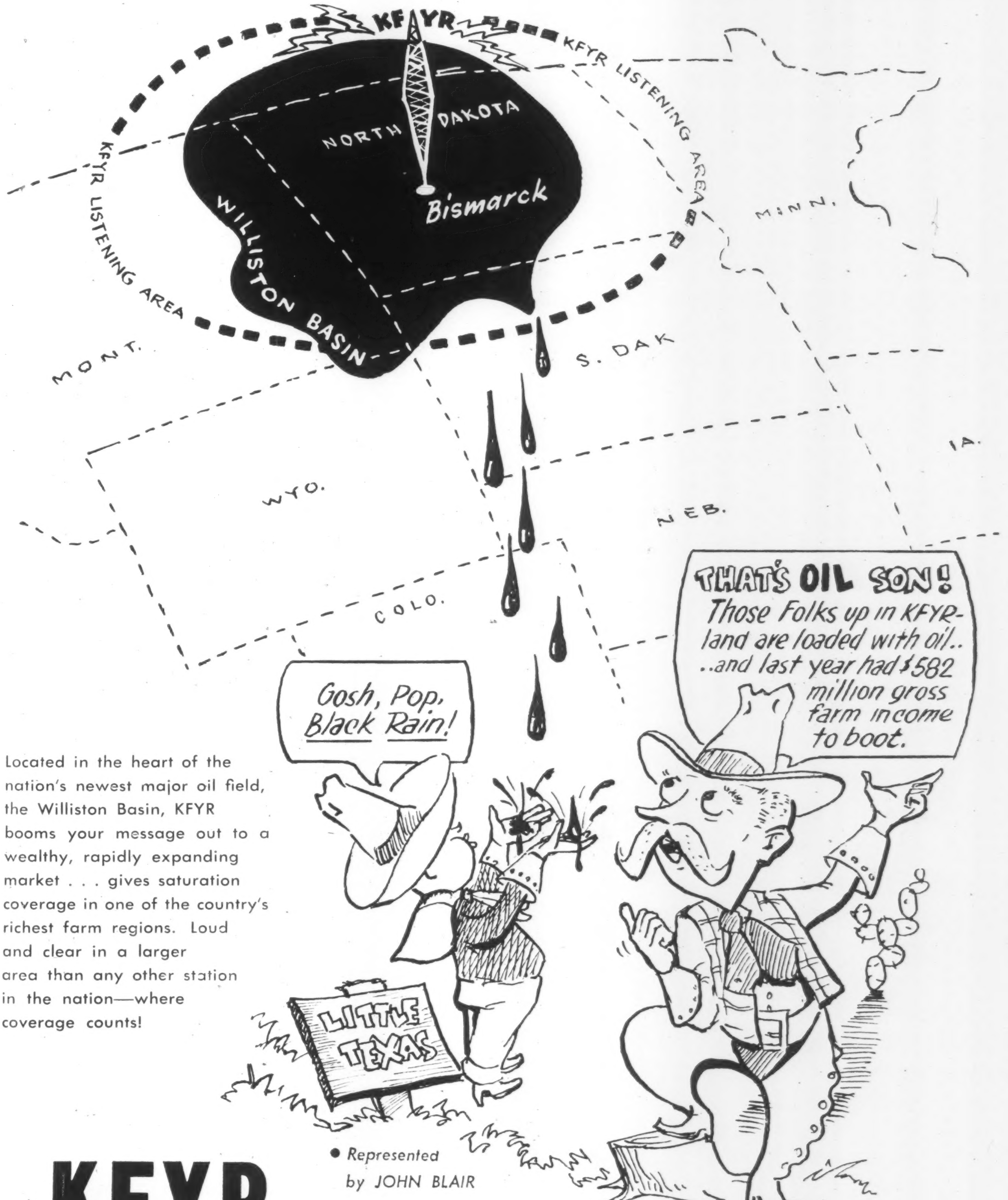
In the summer of 1946, Mr. Arkedis joined WCBS New York, working for Arthur Hull Hayes and staying about two years. Then he shifted to CBS-TV Network sales in New York for a year and a half. Next came Chicago.

As manager of CBS TV network sales, he helped build many of the Garry Moore accounts and also induced Ekco Products and Jules Montenier to sign network TV pacts. Other business: SOS, Brown Shoes, Pillsbury, General Mills, Quaker Oats, Frigidaire, Household Finance.

As sales manager for WBBM-TV, he has sold General Foods, Shell Oil, Standard Oil, Mennen's, Ward Bread and American Family. Ford Motor also took its first dip into local TV on WBBM-TV.

Mr. Arkedis married the former Sally Payne in 1946. They have two children, George Jr., 5, and Janie, 3. His hobby is golf.

KFYR of the DAKOTAS


KFYR
KFYR LISTENING AREA
KFYR LISTENING AREA
NORTH DAKOTA
Bismarck
WILLISTON BASIN
MONT.
S. DAK
MINN.
IA.
WYO.
NEB.
COLO.
Gosh, Pop, Black Rain!
THAT'S OIL SON! Those Folks up in KFYR-land are loaded with oil.. ..and last year had $582 million gross farm income to boot.
LITTLE TEXAS

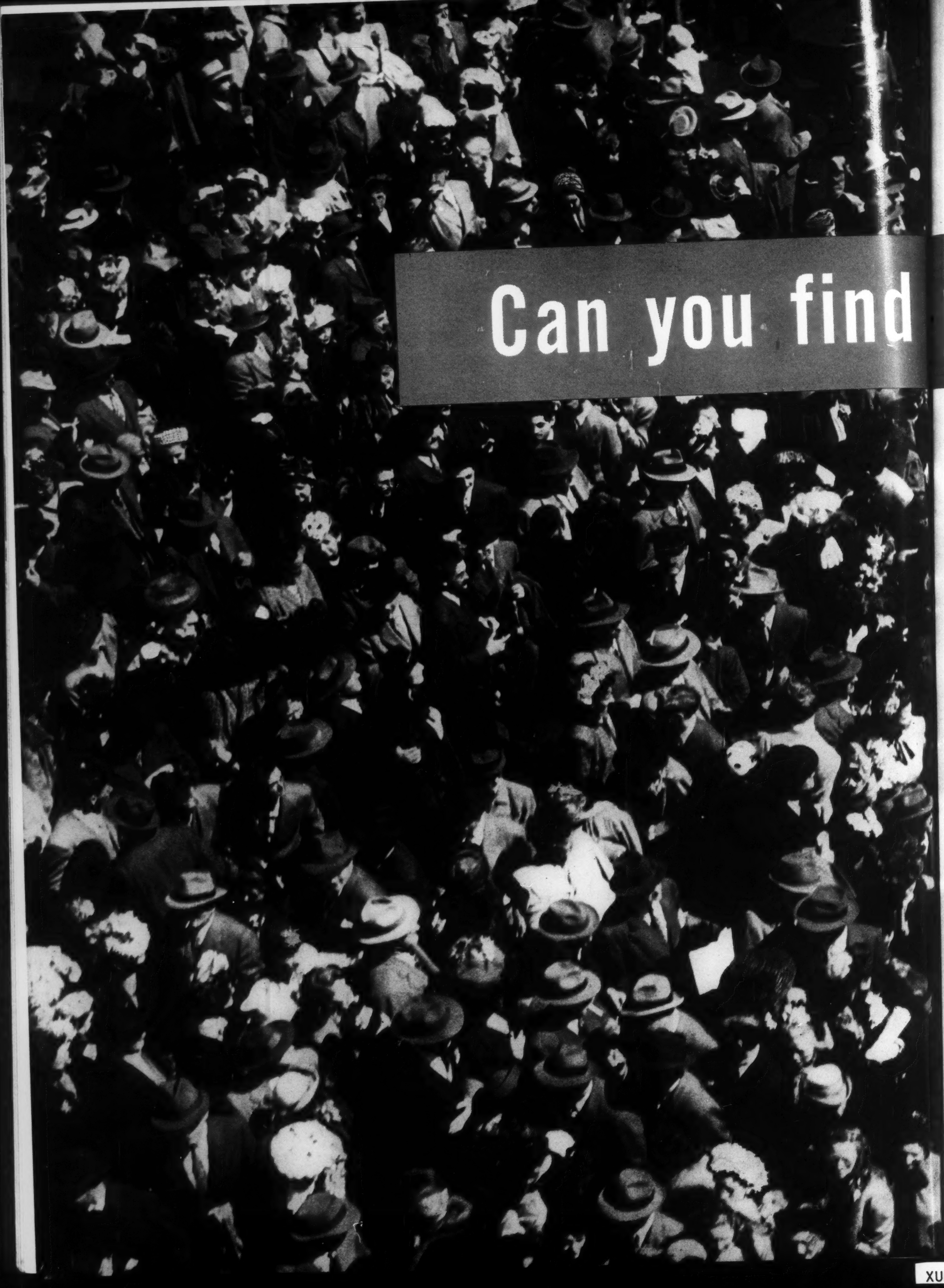
Located in the heart of the nation's newest major oil field, the Williston Basin, KFYR booms your message out to a wealthy, rapidly expanding market . . . gives saturation coverage in one of the country's richest farm regions. Loud and clear in a larger area than any other station in the nation—where coverage counts!

• Represented by JOHN BLAIR

KFYR

BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS

XUM



Can you find y

XUM

d yourself in this crowd?

Are you ever unwittingly caught in a crowd . . . finding yourself aimlessly buffeted about amid scores of others?

Yet, that's just the way your identity can be lost among a maze of call letters and personalities. For productive results, we sincerely believe that each station must receive plenty of individual, concentrated attention.

No station is ever "lost in a crowd" with us because we render "Personalized Representation". This means that serious thought is given to your individual needs . . . special plans made to cope with them. It means, too, that all your prospects receive intensive sales coverage . . . not now and then . . . but consistently, steadily, efficiently.

Are you lost in a crowd? Let us show you how very successful "Personalized Representation" has been for our stations and can be for you.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • SAN FRANCISCO • HOLLYWOOD

1950
National Safety Council
PUBLIC INTEREST
1951
National Safety Council
PUBLIC INTEREST
1952
National Safety Council
PUBLIC INTEREST
Award
is hereby presented to
WPRO
FOR EXCEPTIONAL SERVICE TO SAFETY
GREEN CROSS FOR SAFETY

Four consecutive years!

For the fourth consecutive year, the National Safety Council has honored WPRO with a Public Interest Award . . . "for exceptional service to safety." During a recent broadcast on which he presented the 1952 Award to WPRO, H. Benton Garvin, Director of Safety of the Automobile Club of Rhode Island, said, "This is an event we look forward to each year—in fact, we *expect* it since WPRO has for many years carried out an outstanding campaign in the interest of public safety." But, more important than the award is the knowledge that WPRO has helped save lives and prevent accidents. To best accomplish that objective, WPRO presents its safety and other public interest programming with *showmanship*. That's one of the reasons why—*more New Englanders listen to WPRO than any other Rhode Island station!*

Another BIG Reason

CBS

WPRO AM & FM

CHERRY & WEBB BROADCASTING CO.

5000 Watts on 630 Kc in PROVIDENCE

IN PUBLIC SERVICE

Radio-TV Support Cancer Drive

BROADCAST support of the 1953 educational and fund raising campaign of American Cancer Society was well ahead of that of previous years, according to a preliminary analysis of ACS references on network radio and TV programs released by Walter King, director of radio and television for the health organization.

There were 360 radio network references this spring, compared to 346 in the spring of 1952, and 370 TV network references, up from 208 last year, Mr. King reported, a reference being anything from a "Fight Cancer" announcement to a complete program built around the campaign theme. These figures are incomplete even for network programs and do not include the many ACS plugs broadcast by individual stations, he pointed out, noting that cancer messages were integrated during the campaign month in the script serivces of World Langworth, and AP.

* * *

Manchester Trio Helps

CONTRIBUTIONS for tornado victims of the Worcester, Mass., area were raised during a pooled broadcast June 20 by three Manchester, N. H., radio stations. WFEA WMUR and WKBR there joined forces to present the show. WTAG Worcester lent an assist when the Manchester broadcasters went to the disaster areas to record features for the show. Julie Blanke WFEA home service director; Tom Power, WMUR news director, and Norm Bailey, WKBR program director, handled the show. That day was Worcester Relief Day in Manchester, and WFEA's George Christie arranged a baseball game between American Legion posts to benefit the relief fund.

* * *

WNBW Benefits CPs in D. C.

PLEDGES totalling $117,379 to benefit United Cerebral Palsy organizations of the Washington, D. C., area were brought in June 20-21 by WNBW (TV)'s 14½ hour *Celebrity Parade*, according to Carleton D. Smith, vice president and general manager, NBC in Washington. Seventy-five per cent of the money collected will go to the local organizations with 25% donated to the national unit. An array of talent, including such stars as Jane Pickens, Ted Mack, Warren Hull, June Valli, Gabby Hayes, Bob and Ray, and a number of local personalities, appeared.

* * *

Raises $1,000 for Baseball

WMJM Cordele, Ga., raised $1,000 during a 7½-hour marathon to assist the Cordele Athletics, members of the Georgia-Florida Baseball League. The marathon included interviews with club officials, city officials, fans and players. WMJM broadcasts all the Cordele club's road games.

* * *

KXYZ Aid in Disaster

WHEN 45,000 pounds of fireworks explosives accidentally exploded in Houston, killing four and injuring others, KXYZ that city had newsmen on the spot within minutes, with its shortwave mobile unit, to make remote broadcasts on coverage and public announcements to maintain order. KXYZ canceled all commercial schedules for three and a half hours to give continuous coverage. The station says it has received many messages of gratitude and commendation for this public service.

NIELSEN PROVES WBOK REACHES MORE HOMES PER $ THAN ANY OTHER NEW ORLEANS STATION!

Homes Per Dollar Based on Rates and Nielsen Circulation.

WBOK	17,012
Station A	621
Station B	5,081
Station C	7,050
Station D	10,435
Station E	12,482
Station F	16,658
Network A	9,330
Network B	12,181
Network C	11,512
Network D	16,776

more LISTENERS *per dollar!*

Nielsen shows that WBOK penetrates 34 counties with a potential of 1,645,200 of which 537,400 are negroes. This vast market in the Gulf area is available to you at the lowest cost of any station in New Orleans.

more RESULTS *per dollar!*

Tested by the largest food accounts in America. Retested by the largest drug accounts. Proven successes in beverage, bread, milk and appliances . . . WBOK is the lowest cost purchase per dollar of sales and carries more national and regional advertising than all 6 other independent stations combined.

more COVERAGE *per dollar!*

Along the Gulf Coast WBOK dominates the market that has the money to spend . . . the mass market . . . with annual family income from $5500 a year. You can reach this rich, active and easy to sell market quicker, more often and more effectively for less cost on WBOK.

Write, Wire or Phone

AND THE OK GROUP CAN DO IT TOO!

Nobody . . . but nobody can reach more people or sell more goods in the gold coast of the Gulf Area than the Ok Group stations, WBOK, New Orleans, WXOK, Baton Rouge and KAOK Lake Charles at a lower cost per thousand.

WBOK NEW ORLEANS

DIAL 800

Forjoe and Co. National Reps.
New York, Chicago, Los Angeles, San Francisco and Atlanta

Stanley W. Ray Jr.
Vice President and General Manager

505 Baronne Street
New Orleans, La.

On October 1, 1953 . . .

The NBC Radio affiliate in the

nation's 9th largest metropolitan market

KSD

THE ST. LOUIS POST-DISPATCH
RADIO STATION

550 on the dial . . .

joins the distinguished list of

leading Radio Stations

represented by

NBC
SPOT SALES
30 Rockefeller Plaza, New York 20, N. Y.
Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

On October 1, 1953 . . .

the ONLY Television Station in the

nation's 9th largest metropolitan market

KSD TV

THE ST. LOUIS POST-DISPATCH TELEVISION STATION

. . . 100,000 watts on Channel 5

joins the select list of

top market Television Stations

represented by

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Washington Cleveland San Francisco

Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

XUM

End of

Search

for

Researchers:

WJBO's

Greater

Baton Rouge

Market

. . . $955,107,000 in effective buying income in 1952 for WJBO's coverage area. (Source: Sales Management's Survey of Buying Power.)

Reach the largest audience on NBC's 5,000 watt affiliate. Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hollingbery Co.

WJBO
WBRL (FM)

. . . that's what you like about the South

OPEN MIKE

Appreciative Author

EDITOR:

May I add a post script to B•T's excellent article on the Kraft Television Theatre [B•T, June 15] and it from a writer's viewpoint.

The cooperation, the respect, and the consideration a writer receives from the entire J. Walter Thompson Co. warms the creative cockles of any scripter's heart. Too often the professional television writer has to contend with those individuals who think a rating is some sort of life force, and that dramatic art is an appendage to the commercial.

Mr. Ed Rice and company may not be unique in their treatment of a writer as a normal one-headed homo sapiens, but there are definitely them that do—and them that don't. A vote of thanks to the above gentlemen and those others who recognize television as being as much an art form as it is a display counter.

Rod Serling
Cincinnati

Disinterested

EDITOR:

On page 56 of your June 15 issue is an item regarding the protest of Gordon Allen to the TV grant to Eugene Television Inc. The statement as reported in your story is incorrect. Neither Mr. C. H. Fisher nor C. O. Fisher has ever held any sort of interest in KORE, and do not at present nor plan in the future to hold any interest in KORE. KORE and KUGN are under completely separate ownerships and are 100% competitive radio stations. . .

Lee Bishop, President
KORE Eugene, Ore.

ABC's In College

EDITOR:

Thank you very much for the copy of "The ABC of Radio and Television."

Congratulations to the writer and to your company for making such an excellent booklet available.

Henry Leff, Director Radio-TV
City College of San Francisco

Footnote

EDITOR:

. . . What with a typo ("CBS" instead of "CBC" at the bottom of page 56 [B•T, June 8]) and no mention of what TV recordings were used by NBC and ABC or by what magic they were available at the time they were, the story [of the coronation coverage] isn't very complete. . .

The first of three Royal Air Force Canberras laid on by CBC left London at 12:36 GMT and arrived in Goose Bay at 17:45 GMT, making the flight of 2,425 miles in five hours and nine minutes. . .

CBC television recordings were to be flown to Montreal by the Royal Canadian Air Force using a CF-100 all-weather jet fighter. The CF-100 took off about three minutes after the Canberra landed—leaving Goose Bay at 2:06 p.m. EDT and making the 790-mile flight to Montreal in one hour and 25 minutes. . . The television recordings were flown from the airport to the Radio Canada building by helicopter, and the CBC-TV network began its coronation coverage at 4:14 p.m. EDT. These were the pictures seen in the United States on ABC and NBC, the latter network having joined CBC before 4 p.m. . .

The material that arrived on the first Canberra was not "official BBC films." The pictures seen were television recordings of BBC coverage, made in London on CBC equipment by a crew of CBC technicians. . .

R. S. Bryden
Assistant to Director
Press and Information Services
Canadian Broadcasting Corp.
Toronto

Dig That Crazy Jock

EDITOR:

As the real cool disc jockeys say—"crazy, man, crazy." I refer to the picture and mention of the signing up of Roger Clark on WNOR's *All Night Show* on page 94 of B•T, June 15.

Gee whiz, it isn't every day I get a sponsor to buy 6 hours a night 7 nights a week. And look what happened—the sponsor gets his photo published, the WNOR acct. exec., the sponsor's sales manager—but they clipped my smiling face. . . .

Roger Clark
WNOR Norfolk, Va.

[EDITOR'S NOTE: Plainly, B•T's picture editor is a square.]

Free Rides

EDITOR:

. . . Today Braniff Airways sent our news room a press release calling attention to their 25th anniversary; in today's local newspaper they *bought* a half page ad calling attention to their birthday. No radio time was purchased.

Band leaders come to town. They want radio interviews; but do the promoters buy radio time? Hell no.

Record companies want you to spin their records. Many stations must pay for the records. Then the fool spinning the records gives free plugs by saying here is a "Decca," "RCA," "Capital" or what have you. . . .

To me all this is ridiculous. . . .

David M. Segal, Gen. Mgr.
KUDL Kansas City, Mo.

Target Missed

EDITOR:

When your good magazine makes an error, it's unusual. When you make an error twice on the same page, it's unique. When both of the errors concern us, it's downright unfair.

For the record, WDAK-TV will go on the air Oct. 1. We will be affiliated with NBC and represented by Headley-Reed. . . .

Allen M. Woodall, President
WDAK-AM-TV Columbus, Ga.

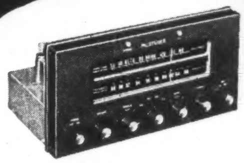
[EDITOR'S NOTE: Mr. Woodall refers to the omission of target date, network and representative affiliation for the station in B•T's June 15 list of TV station commencement target dates.]

Working Audience

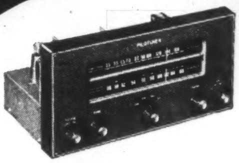
EDITOR:

The carrier-current Radio Voice of Lackland is making a study of listening habits in offices and factories in an effort to determine the effect listening while you work has upon efficiency, absenteeism and office morale. We would be interested in hearing from other stations on results of any surveys on this topic, together with information on what type of programming seems to be the most effective.

A/3c James W. Rassbach
Radio Voice of Lackland
Base Personnel Services
Lackland Air Force Base
San Antonio, Tex.

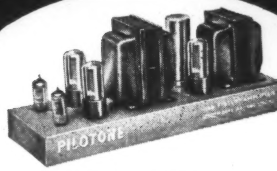


PILOTUNER AF-824
$119.50

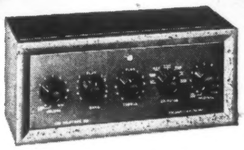


PILOTUNER AF-723
$79.95

PILOTONE AMPLIFIER AA-901
$99.50



PILOTONE AMPLIFIER AA-902
$46.95



PRE-AMPLIFIER PA-912
$49.95

How Come?

PILOT

runs an ad for Hi-Fidelity Pilotuners and Amplifiers without listing features!

Yes, — listing of features on hi-fi equipment **IS** important. But — it would take a good four pages of fine type to list all the outstanding features of these superb **PILOT** instruments.

So may we suggest, — send in the coupon below for our beautifully illustrated, completely descriptive color folder. Read it in comfort, at your leisure. Compare **PILOTUNERS** and **AMPLIFIERS,** feature for feature, with any others on the market. See **PILOT's** superiority for yourself. You'll be glad you did!

Write in today
PILOT RADIO CORP.
Dept. S-1, 37-06 36th St., Long Island City, N. Y.
Please send me your free folder describing **PILOTUNERS** and Amplifiers.

NAME..
ADDRESS..
CITY.. STATE....................

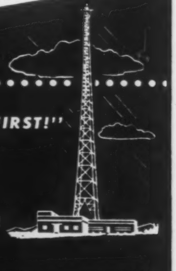
FAMOUS PILOT "FIRST!"

1927...
First home short-wave receiver

FAMOUS PILOT "FIRST!"

1937...
First truly portable battery receiver

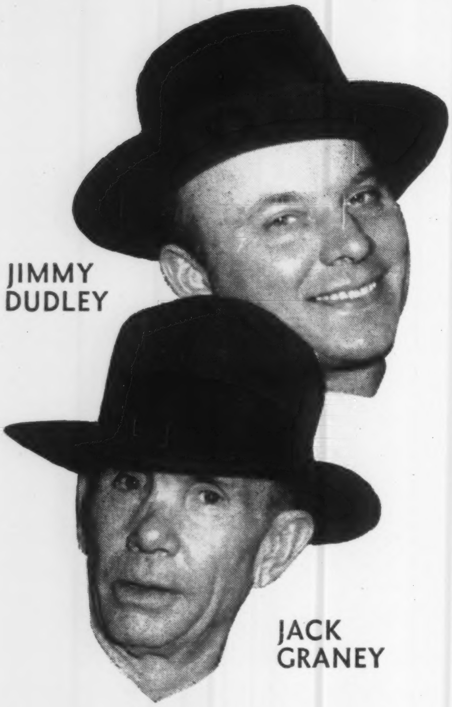
FAMOUS PILOT "FIRST!"



1928...First Government licensed TV station, WRNY

PILOT RADIO CORP., "The Standard of Excellence." LONG ISLAND CITY, N. Y.

XUM



Two great sportscasters who bring the Cleveland Indians, at home and away, to WBBW's vast audience.

GET THE PLUS AUDIENCE

WITH THIS GREAT COMBINATION

WBBW's highly rated local music, news and sports programs—

PLUS

the added attraction of the exclusive broadcasts by Jimmy Dudley and Jack Graney of all the Cleveland Indians ball games both at home and away.

MODESTLY—WE DELIVER MORE THAN CAN BE EXPECTED

SERVING OHIO'S THIRD LARGEST MARKET

WBBW

ABC IN YOUNGSTOWN

REPRESENTED BY FORJOE

THE MAHONING VALLEY BROADCASTING CO.

our respects

to STERLING QUINLAN

IT IS conceivable that his book treating sociological conditions might have been published and he might have become somewhat of a John Steinbeck, thus depriving television of his industriousness.

As it turned out, Sterling (Red) Quinlan has no regrets. ABC apparently agrees. The network has appointed him general manager of WENR Chicago, its owned-and-operated radio outlet, and of WBKB (TV) Chicago.

In this dual capacity, Mr. Quinlan will have his work cut out for him. But if imagination and hard work are prime requisites for the job—not to mention varied background and experience—he comes to these posts (officially July 1) well fitted.

ABC has indicated that it wishes to enhance its Chicago facilities as a radio and television program production center. To Mr. Quinlan will fall a share of the responsibilities—mostly on the operating level—formerly held by John H. Norton Jr., who resigned as vice president in charge of the ABC Central Div.

Until recently, Mr. Quinlan had been WBKB program director, an appointment given him last May after the ABC-United Paramount Theatres Inc. merger. He came up through the ranks of the old Balaban & Katz WBKB when it operated on Ch. 4. (WBKB now operates on Ch. 7).

Joins Newsapers at 13

"Red" Quinlan's experiences in life were many. Soon after the death of his father he worked on community newspapers, *Calumet Index* and the *South End Reporter*, when he was only 13.

At the age of 14, Mr. Quinlan convinced Ralph Atlass, then head of the old WJKS Gary, Ind. (now president-general manager of the successor WIND Chicago), he was the man to handle an amateur talent show.

Messrs. Quinlan and Atlass parted company in 1935 when Mr. Quinlan got a migratory itch. With two other colleagues, the carrot-topped youth traveled westward on a series of trips during which he slept in freight cars and jotted down notes.

Even then he was a man with a purpose: Compiling information for a story on the devastating dust storms and the subsequent migration of families in the mid-'30s. Along about that time, John Steinbeck was working on his famous novel, *The Grapes of Wrath*.

In his travels Mr. Quinlan visited Los Angeles, San Francisco and other West Coast cities. The youth then met radio people of that time, including Carlton Morse, the script-writer, and Sid Strotz, then NBC Chicago executive. Mr. Quinlan tried—but failed—to induce Mr. Morse to introduce a new character into his *One Man's Family*, based on young Quinlan's sociological observations.

Mr. Quinlan then returned East to New York where if young Quinlan had taken the advice of his agent and condensed his work (from a prodigious three part book to one) and made other changes, his career as an author might have been launched.

The Quinlan writing efforts, however, were not for naught. The material later formed the basis for an NBC Red Network documentary series, titled *The Open Road*, and subtitled "The Adventures of a Modern Tom Sawyer." Young Quinlan wrote the scripts and played the leading role.

Later, in January 1936, Mr. Quinlan joined WTAM Cleveland as a staff announcer and continuity chief. The next three years he shuttled between Chicago and Hollywood, writing for such shows as *Curtain Time*, the *Rudy Vallee Show*, *First Nighter* and *Silver Screen Theatre*.

In November 1940, "Red" Quinlan began five years in the Navy as chief petty officer.

It was perhaps inevitable that Mr. Quinlan should decide to make his home in Chicago from 1947 on through the years. Although a native of Maquoketa, Iowa, where he was born on October 23, 1916, he moved to Chicago's South Side at the age of seven. He attended Fenger High School (as well as other schools—Western Reserve U. in 1936-37, New York U. in 1945, and Roosevelt College).

Sterling Quinlan got his early TV grounding at the nation's pioneer TV outlet—B&K's WBKB (TV)—in April 1947 at the time Capt. William C. Eddy began pioneering this station and leaving his own mark on Chicago TV.

Mr. Quinlan worked on remote crews and other odd jobs around the WBKB studio, moving to the engineering department and becoming assistant director, and then to the stage crew. In 1950 he was named publicity chief and finally director and program director in 1951.

When WENR-TV got the old WBKB call letters in the ABC-UPT merger and CBS bought B&K's WBKB, Mr. Quinlan moved to ABC along with the nucleus of other B&K stalwarts. He became program director of WBKB for the second time last May 11.

Mr. Quinlan is vice president of the Chicago Television Council and was vice chairman of Chicago Unlimited. He has served as vice president of Sterling Television, a B&K subsidiary set up in 1947 to merchandise and distribute the multiscope television projector.

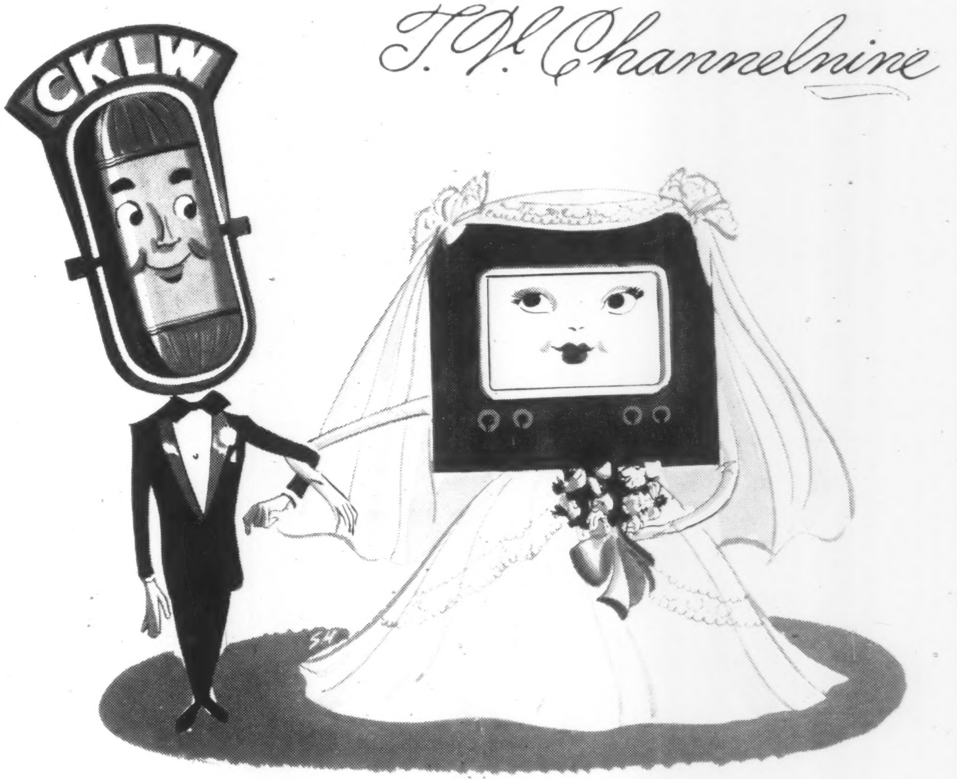
"Red" Quinlan married the former Elizabeth Longton. They have a child, David, 7.

Young Quinlan—he'll be 37 next October—is a handball and table tennis enthusiast. He lives on Chicago's South Side.

I'm 21 and feeling fine

—just got married to

T.V. Channelnine



This month CKLW is celebrating its twenty-first birthday and a fitting memorial to this one score and one milestone is the announcement that in the early months of 1954 you will enjoy CKLW-TV with *Channel Nine*.

The successes we've enjoyed over this short span of years are many. As a youngster we were powered by a 5,000 watt transmitter which was expanded in step with our continual progress to its present 50,000 watt strength.

The intervening years since 1932 have been a succession of successes—a challenge to serve equally the local listening regions of two nations in war, in peace, in good times and bad as "The Good Neighbor Station."

Our many awards for outstanding public service and character of broadcasting are testimony to how well we've met our challenge.

All of this—and there's much, much more—but today is one of our proudest. The announcement that soon we will be broadening our service to these great regions with the twentieth century wonder, television.

The knot is tied. Work is now in progress to bring you channel nine in the shortest possible time. We're proud of the "marriage" and pledge that our family of broadcasting and televising will be consistent with the fine quality and meritorious service of the past that have made possible this great new step forward.

CKLW

GUARDIAN BLDG. • DETROIT

Adam J. Young, Jr., Inc.
National Representative

•

J. E. Campeau
President

Mutual Broadcasting System

Another Reason Why WPTF is North Carolina's Number One Salesman

DREAM BOAT.........JIMMY CAPPS!

90 per cent of the night time college-high school audience in the WPTF market listen to a program called "Our Best To You." It's an atmosphere show as romantic as the fabled Carolina moon. Pilot for this record dream boat is Jimmy Capps. If your product is used by the under 35 year group, take a sales ride with Jimmy Capps. And don't be surprised if us oldsters buy, too. He is a proven purchase juvenator on the team which makes WPTF the Number One Salesman in North Carolina, the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

June 29, 1953 Vol. 44, No. 26

COLOR TV IN YEAR? RCA PUTS IT UP TO FCC

RCA-NBC's plans for color TV are outlined in last Thursday's RCA-NBC petition for rule-making proceedings looking towards approval of compatible color standards. Brig. Gen. Sarnoff, board chairman, emphasizes that RCA-NBC is ready to act quickly to get commercial color under way.

COLOR television, most spectacular of all advertising media, will become a new commercial art early in 1954 if FCC accepts the new RCA-NTSC (National Television System Committee) standards by autumn.

The color question was again dropped firmly and in elaborate detail, into the Commission's lap last week when RCA-NBC filed a petition asking rule-making proceedings leading to approval of compatible color standards for the RCA dot-sequential color TV system on a commercial basis.

As submitted, the RCA-NBC 697-page petition embraces the standards developed by NTSC, which has spent two years pouring industry brains into standardization of the compatible technique developed and demonstrated by the RCA-NBC staff. No existing TV sets will be rendered blind to the color transmissions, RCA-NBC emphasized.

Next to come (probably July 22) will be a petition by NTSC itself in which FCC will be asked to approve the color standards, according to Dr. W. R. G. Baker, General Electric Co., NTSC chairman (see NTSC story page 36).

What then?

The answer depends on FCC, and on the steps to be taken by electronic manufacturers. There's no surface sign now, but some elements in the manufacturing industry would much prefer to hold up color and focus on black-and-white sets as TV finally enters the full-scale expansion following FCC's unthawing of this medium. They would like, too, to solve all their uhf set problems before starting to design sets under the new color standards.

It's too soon to predict whether any individual manufacturer will try to throw legal hooks into the RCA-NBC color TV.

FCC Isn't Talking

FCC isn't talking at this time. At best, assuming everybody were happy about the RCA-NTSC petitions, FCC could slash red tape furiously and solve the whole thing in a month.

That would amaze even the most violent color advocates. More realistic is the optimistic hope of a decision in three or four months, with another month or more before final effective date of commercial color TV using compatible standards, according to those familiar with Commission procedures and attitudes [B•T, June 22].

Complications, however, could ensue. CBS still is sire of the lone color TV system bearing FCC's official sanction. Other color systems could suddenly appear, though RCA-NBC point out they know of no such prospect. The CBS field sequential system has been haunted by the need of converting existing receivers if they are to receive CBS color pictures in black-and-white, a dilemma the RCA-NBC-NTSC system has avoided via its technique.

Gen. Sarnoff

Mr. Jolliffe

Color TV at a Glance

RCA-NBC filed petition Thursday at FCC.

They asked FCC to adopt compatible standards permitting commercial color TV.

The standards are the same as those approved by National Television System Committee.

RCA-NBC having spent $25 million (through 1953) in development, are prepared to spend another $15 million in color TV's first year to establish the service.

Entire radio-TV industry invited to join in developing new medium.

NTSC to complete paper work on industrywide project July 21, probably filing immediate FCC petition for approval of its standards (same as RCA's).

RCA-NBC contend present sequential color is "sterile."

If FCC approves NTSC-RCA standards by autumn, viewers in some areas should get color TV service no later than mid-1954, possibly earlier.

If RCA-NBC are guilty of alleged attempts to stall off color TV, there's no indication to that effect in the enthusiastic petition filed Thursday. This four-pound book was delivered formally to the FCC in petition form, and to appropriate legislators and committees on Capitol Hill. Its contents, along with a statement by Brig. Gen. David Sarnoff, RCA-NBC board chairman, emphasize readiness to act quickly in an effort to get commercial color under way by this time next year.

Make Patents Available

RCA-NBC promise to make all patents and the knowledge gained by many years of costly ($25 million by the end of 1953) research available to the entire electronics and broadcasting field. Gen Sarnoff said RCA-NBC stand ready to invest an additional $15 million during color TV's introductory year to establish the service on a solid foundation (see Gen. Sarnoff's statement page 34).

RCA-NBC promise to expedite production of color receivers and tri-color tubes, along with broadcast station equipment. First sets are expected to sell for $800-$1,000 but costs will come down rapidly under mass production and competitive influences.

Forty-one NBC affiliates have already agreed to start telecasting network-originated color programs promptly, the petition says (also see WHAM-TV story page 39).

Gen. Sarnoff hopes the 210 set makers and

70 tube makers, as well as 190 TV stations now on the air, "will participate in the effort to take the color television 'baby' out of the cradle and teach it to walk."

The new standards permit development of individual receiver systems and leave room for future perfection of the color art.

Gen. Sarnoff said color TV will be "revolutionary in its effect upon communications." He reminded that color "greatly enhances the beauty and attractiveness of objects and scenes." It gives more information, increasing powers of memory and identification, he said, "a powerful aid to advertising."

Pilot Work in Spring

Pilot production of color sets can start next spring, according to Dr. C. B. Jolliffe, RCA vice president and technical director, if FCC approves the standards by the end of this summer. Broadcast transmitting equipment, he promised, will be produced on a custom basis to enable broadcasters "to proceed with color television early in 1954." (See text of Dr. Jolliffe's statement page 36).

There's one point in FCC's 1951 color criteria that worries RCA-NBC—the proposal that petitioners put a color signal on the air in Washington. RCA-NBC want to originate programs in New York because, they contend, there's no suitable studio in Washington; networking a New York program to Washington and then putting it on the air involves facilities over which petitioners have no control; NBC-Washington is busy remodeling its WNBW (TV) plant; NBC has New York studios fully equipped; WNBT (TV) New York is ready to transmit color; WPIX (TV) New York is equipping its facilities for the system; RCA-NBC have a test laboratory on Long Island.

RCA-NBC offer to make laboratory, studios and all equipment and facilities freely available to the Commission and its staff for tests.

Dr. Jolliffe recalled the first 12-inch black-and-white receivers cost $560 in 1939, or $1,050 in terms of 1953 dollars. He said TV stations need not equip studios if they wish to carry network color programs. He said that petition prices covering cost of equipment are preliminary estimates and substantial price cuts will be made when designs are finalized and production increases (see story page 33 on cost of station equipment).

Cost of equipping stations, under these preliminary estimates, ranges from $24,500 to transmit network-originated programs to a total of $187,850 for complete facilities that include slide camera gear, film pickup equipment and color camera for live local pickups.

Dr. Jolliffe feels the prices are not "so high as unduly to restrict the class of persons who can afford to operate a television station."

RCA has set up a pilot plant at Lancaster, Pa., to produce tri-color picture tubes, he said, with production capable of reaching 2,000 a month within a few months. With increasing demand, operations can be greatly expanded. He explained factory space for RCA color sets is available and test equipment has been determined. No unusual manufacturing problems are involved, he said.

"While a substantially increased number of component parts are required for a color television receiver as compared with a black-and-white receiver," he continued, "and circuits require a greater degree of testing and adjustment, manufacturing techniques will be basically the same as for black-and-white television receivers."

He said the technical specifications allow for future improvements at both transmitter and receiver without need for a change in standards and without making receivers obsolete.

NBC outlined its color programming plans and policies in the Thursday petition. Assuming FCC approval of the signal specifications, the network first proposes an "introductory year" of experience and training for all engineering and programming groups.

This would be done by producing present black-and-white television shows in color premieres.

NBC would accomplish actual transition to a color broadcasting schedule within the black-and-white schedule, gaining experience in such matters as time rates, telephone line charges, production charges, staging services, color film television policies and program control—all in an effort to insure continuing excellence of the black-and-white service during color shows inasmuch as all existing TV sets could get a monochrome picture under the compatible system.

A rough schedule of colorcasts has been prepared for two New York studios. Colonial Theatre, that city, has been set up for broadcast of color premieres of programs now on the NBC-TV schedule. Radio City's 3H Studio has been set aside for continued technical experiments.

Prefers Premiere Policy

NBC proposes to meet with present TV sponsors and parties to begin planning of each colorcast. All the processes and personnel involved will be given experience during the introductory year. NBC prefers the premiere policy to an FCC requirement that it operate a minimum number of hours in color.

"If any such minimum hour policy were adopted," according to NBC, "not only would we restrict color experience by increasing the number of hours on the air to a fixed standard, and reducing the quality and variety of the entertainment offered, but we would be transmitting series which would serve neither the trade in showing a range of color experiment in all show types, in all production techniques, in all time periods; nor would it offer the public any inducement to become attracted to color.

"Today our great stars are working in black-and-white. Our best creative staffs are now working to do the best shows they can devise, using a large plant with many facilities which have been developed over a number of years of experimenting in black-and-white. These shows, or some of them, in color, or variations on these shows, as color programming techniques are learned—these are the shows the American public will want to see in color."

NBC promises it will attempt to handle "substantial commercial color programming itself on a regular basis" during the introductory year. This hinges on delivery and installation of color equipment already ordered and on complexity of the problems that develop.

The network has 20 color cameras and chains, with remote gear, on order. This is enough to broadcast from five additional studios, making "the great sound stage in Brooklyn that we purchased from Warner Brothers into a huge color studio, to equip or build new color studios in Hollywood, to equip theatres and studios in New York, depending on what we learn about color programming technology."

NBC posed this promise for the future: "The real possiblities of the great art of color production have yet to be learned. We do not believe that we should wait until we have mass audiences to watch us experiment in programming techniques in color. Under our plans, by the time the manufacturers have tooled up for mass distribution of color receivers, and a large audience watches our programming work, we will have learned the program technology just as our engineers have learned the proper use of their new tools. Meanwhile, be-

Compatible Color at Bat . . . . *AN EDITORIAL*

RCA-NBC has broken the compatible color barrier.

It has petitioned the FCC for approval of new standards, and is putting $15 million on the line to back up its claim of feasible, compatible, commercial color, in keeping with the specifications of the National Television System Committee.

Thus, just two years after the great debate over compatible versus incompatible color ended—by Supreme Court mandate—the color issue again emerges. Two years ago CBS was the victor. But the exigencies of a defense economy, plus the unwillingessness of the manufacturing industry to get behind an imcompatible system while the black-and-white market was far from exhausted, blocked its flowering.

RCA-NBC makes a formidable presentation in its 697-page petition. It assures the public that not a single black-and-white receiver will become obsolete—they will still receive the colorcasts in black-and-white.

But things won't happen overnight.

Implicit in the FCC regulations is the requirement for rule-making procedure. First the FCC must examine the petition to ascertain whether it meets all of its criteria (RCA says it does). Then it must allow time for other parties in interest to come forward. What will CBS' position be? And that of DuMont? There appears little doubt that the NTSC will go along, since RCA worked diligently with the committee in the formulation of the compatible system.

Unlike the acrimonious situation of a few years ago, when CBS pressed for and won FCC approval, the manufacturing industry appears to be ready for the introduction of color. Color, at best, will be a gradual process, assuming FCC finds the NTSC standards acceptable.

There can be no doubt that the advertisers will want perfected color. Its potency can't be exaggerated. If black-and-white shook up the whole advertising art, color is destined to force reappraisal of the values of all visual advertising. Radio should feel little or no new effect—its appeal is to the ear only.

For the telecaster, color presents a vexatious problem. The pioneers, who have had the opportunity to write down their original investments, will be in a position to convert to color in tempo with the networks (it will be available to all). The newcomer will have little in the way of additional investment, we are told, if he is to transmit network-produced color only. The big costs come in conversion for local transmission, with the sential installations not only of equipment but of studios adapted for colorcasting.

All eyes today are on the FCC. How fast will it move? What repercussions will there be from other manufacturers and networks? And, assuming FCC approval, quizzical eyes will be focused upon NBC's promised "introductory year" during which there will be two commercial colorcasts per week, totaling an hour of transmission time.

tween us, the art of entertainment and the presentation of reality, in color, will have progressed far, before many have seen our work except those in the trade."

The Colonial Theatre schedule calls for color premieres on a rotational basis of all NBC-TV black-and-white programs so each will be seen in color at least once. Each "will still be great in black-and-white, but we hope superb in color," according to NBC.

The schedule includes NBC opera in English, Toscanini, *Great Conversations* and other programs. NBC added: "We believe that no one should decide ahead of color experience what shows are good for color."

Programs Highly Publicized

Each program will be highly publicized and audience reaction studied (see public reaction survey of color TV page 35). NBC will closely watch the views of "those few hundred first color set owners, station men, advertisers, public officials, critics and talent." It's expecting surprises—"the advantages that color may offer a panel show, or a simple modern drama, or a news pickup."

The two-a-week Colonial Theatre colorcasts will include advertising in color. Some programs such as *Howdy Doody* or *Kate Smith* may be repeated and advertisers rotated so all get an equal chance at colorcasting.

Remote gear will permit color pickups on *Today* and *Kate Smith*, NBC hopes, so local events and exhibits and celebrations can be covered in color. Fashion shows, New Orleans' Mardi Gras, Tournament of Roses are among special events shows the network would colorcast.

NBC figures color will become "a conversation piece of the country" during the introductory year. A wide range of experimenting, it feels, will stimulate imagination and experiment as well as suggest new techniques.

NBC Statement

Envisioning the value of color to advertisers and the need of revenues for TV stations and networks, NBC said:

> If compatible color standards are approved, we would proceed into our introductory year, the manufacturers would begin tooling up to make color sets, and we would start finalizing policies in our color commercial schedule planning.
>
> The extra value that color can offer advertisers will be quickly recognized and the new value that color will offer to many industries not now using television, or using it in minor ways, will also be quickly recognized. This will provide revenue to change the American television industry to a color industry, but with the compatible features of the RCA color system, the present service will not decline in strength. This is because the increased revenue will enable the broadcasters to improve the overall service, to give more and fuller coverage, to find new and more stimulating programming innovations, etc. Every one of these innovations will be seen on all present monochrome sets. And each set owner has had an infinitely better program service as years have passed since his original investment.
>
> The policies of NBC have stemmed from a belief that primarily television is a communications invention, that it takes people from their homes to places, rather than brings pictures into their homes. We have, therefore, tried to take people to those places where the finest in the various categories of entertainment could be found, and let them attend those entertainments. Similarly, when the conventions, or the inauguration, or the sporting event, or the symphony, or the celebrations were taking place, we have tried to use television as the instrument that lets the viewer attend the event.
>
> Today, we must view color as we viewed

What Would Color Conversion Cost The Individual Station?

TELEVISION stations can adapt their transmitting equipment to carry network-originated color programs at a cost of around $25,000 in the early days of the art, according to requirements listed in RCA's color TV petition filed at the FCC Thursday.

Adding three more types of service—slide camera and related gear, film pickup equipment and live pickup apparatus—the total cost of color TV gear was estimated at $187,850.

All these prices are based on present equipment designs and very limited production, it was explained, with substantial price reductions "when commercial product designs are finalized and the production of color equipment is placed on a standardized basis."

The RCA-NBC petition explained that 41 NBC-TV affiliates already have signed a color TV supplement to their affiliation contracts, agreeing to equip their stations to carry NBC color programs and receiving first refusal rights to color programs in their areas.

Cost 'Not So High'

Dr. C. B. Jolliffe, RCA vice president and technical director, said (see text of statement page 36) the cost of station apparatus "is not so high as unduly to restrict the class of persons who can afford to operate a television station." He added that the amount and total cost of equipment will depend on the kind and extent of local color program material the broadcast station elects to provide.

Dr. Jolliffe told B•T the detailed lists of equipment are "minimum amounts" and each station will want to determine its own special needs. It may have some of the items already, he said, adding that a network-only color station might want to include extra equipment listed in other types of service—a color bar generator, for example.

The RCA petition, in an appendix, lists in detail the kind and cost of equipment required for various types of color broadcast service. These services are described as follows:

Stage 1. Network Operation Only. In the early days of commercial color television broadcasting, it is likely that most color programs will be originated in the studios of the major networks. The only steps that the owner of an existing television station must take to provide color service are the adjustment of his transmitter to radiate a color signal, and the provision of equipment to monitor the signal received from the network.

Stage 2. Provision for Slides. Still pictures in color may be produced at a local broadcast station by the addition of a color slide camera and the auxiliary equipment needed to produce a color signal in accordance with the proposed NTSC signal specifications.

Stage 3. Film Pickup. More intense local programming may be provided by the addition of color film scanning equipment. The auxiliary equipment needed to process the signals is the same as that already provided in Stage 2.

Stage 4. Live Pickup. Eventually, most broadcast stations will want to originate live programs in color from their own studios or from points of interest in their own communities. To do this, they will require live color cameras and more complete switching and distribution facilities to provide the programming flexibility provided in present-day black and white studios. The amount of this equipment will vary widely from station to station depending on individual requirements.

The equipment for Stage 1 (network only) service follows:

> 2 color stabilizing amplifiers, tricolor monitor, low-frequency phase equalizer, high-frequency phase equalizer, transmitter conversion kit, demodulator kit. Estimated total price, $11,500. Miscellaneous standard power supplies, racks and hardware, $3,000. The following recommended test equipment (depending on individual station requirements): Convergence dot generator, color monitor analyzer, linearity checker, color signal analyzer, burst-controlled oscillator, television oscilloscope, square wave generator, $10,000. Deliveries of Stage 1 items expected to start in first quarter of 1954. Total estimated cost of Stage 1 equipment, $24,500.

Equipment for Stage 2 (slides) follows:

> Color slide camera, color frequency standard, burst flag generator, modification kit for RCA sync generator, colorplexer, tricolor monitor, master monitor with auxiliary unit, additional test equipment (color bar generator), $29,750. Standard stock items, including synchronizing generator, $13,500. Deliveries of Stage 2 items expected to start in first quarter of 1954. Total for stage 2, $43,250.

Equipment for Stage 3 (color film gear):

> 16mm film chain, colorplexer, tricolor monitor, master monitor with auxiliary unit, $43,000. Standard stock items, including power supplies, distribution amplifiers, jack panels, racks and associated hardware, $7,600. Deliveries of Stage 3 items to start in second quarter of 1954. Total for Stage 3, $50,600.

Equipment for Stage 4 (live pickup in color) follows:

> 3-tube camera, view finder and hood, set of camera control equipment (circuits for control of image orthicons and processing of video signals), master monitor with auxiliary equipment, colorplexer, tricolor monitor, $56,500. Standard stock items, including set of standard TV lenses for camera, studio pedestal or tripod mounting for camera, miscellaneous camera accessories (cables, intercom-headsets, circuit breakers, meters, etc.), miscellaneous power supplies and distribution equipment; console housing and racks, with hardware, $13,000. Deliveries expected to start in first quarter of 1954. Total for Stage 4, $69.500.

RCA described the four stages as "a logical pattern of growth for the majority of broadcast stations" but recognized some will want to start in a big way. It will accept orders for larger quantities of custom-made equipment and will help in planning switching and distribution systems. Amount of test equipment depends on the individual physical layout, with some test equipment possibly duplicated if studio and transmitter are separated.

Color Affiliates

The list of NBC-TV affiliates signing the color TV supplement to their affiliation contracts follows:

> WBRE-TV Wilkes Barre; WSYR-TV Syracuse; WJAC-TV Johnstown; WLWT (TV) Cincinnati; WLWD (TV) Dayton; KSTP-TV Minneapolis-St. Paul; WJAR-TV Providence; KPTV (TV) Portland, Ore.; WBAL-TV Baltimore; WOAI-TV San Antonio; WTTV (TV) Bloomington; KCBD-TV Lubbock; WDSU-TV New Orleans; KPRC-TV Houston; WLWC (TV) Columbus; WKY-TV Oklahoma City; WSAZ-TV Huntington; WJIM-TV Lansing; WBAP-TV Fort Worth; WNHC-TV New Haven; WKTV (TV) Utica; WTMJ-TV Milwaukee; WWJ-TV Detroit; WCOV-TV Montgomery; WFMJ-TV Youngstown; KTYL-TV Mesa-Phoenix; KGNC-TV Amarillo; KEDD-TV Wichita; WBEN-TV Buffalo; KFEL-TV Denver; WFAA-TV Dallas; KTSM-TV El Paso; WOOD-TV Grand Rapids; WEEU-TV Reading; WSB-TV Atlanta; KSD-TV St. Louis; KOTV (TV) Tulsa; WDAF-TV Kansas City; WALA-TV Mobile; KTBC-TV Austin; WBTV (TV) Charlotte.

XUM

Johnson Delighted

LONG-TIME exhorter on behalf of quick action to bring color TV service to the nation, Sen. Edwin C. Johnson (D-Colo.), voiced delight at filing of the RCA-NBC petition calling for FCC approval of compatible standards. He is a member and former chairman of the Interstate & Foreign Commerce Committee.

Sen. Johnson told B•T: "I am glad that color has reached this essential stage in its development. I look for steady progress from now on until the people are blessed with color television. I stand by my original prediction that color service will be available in certain areas by July 1, 1954, and will spread quickly.

"RCA and NTSC have done a marvelous job in producting a compatible system and deserve great credit. I hope the day of dog-in-manger tactics within the industry will be relegated to the dim and distant past." (See Sen. Tobey's color comments, page 36).

the ever larger screen. It makes better what we have. It must be pressed to insure that its particular values do not obscure the true overall service pattern of television, which is to present the whole range of information and entertainment services to the public.

As we take up this new financial burden, it is important to realize that under the RCA compatible color system, the average station will have only minimum expense, in light of its black and white investment, to modify its facilities to broadcast color programs it receives over the network.

The substantial capital costs will be in studio equipment for networks now and stations in due time. It is right that the prelimiary expenditures and experience be undertaken by the network, so that station commitments can be made after more experience is gained.

With this in mind, during the introductory year NBC will set up procedures to give technical and program people from our affiliated stations and our owned and operated stations experience in color broadcasting and color problems.

The appendices and exhibits in the RCA-NBC petition cover some 670 pages. First exhibit includes technical signal specifications proposed by RCA-NBC and identical with those of NTSC. A complete report is presented on a June 2-5 audience reaction study conducted at Center Theatre, New York (see story page xx). The survey showed a decided public preference for color TV.

A detailed history of principles and development of color TV systems covers 250 pages.

The history and development of tri-color kinescopes and associated components is treated at length, leading up to the pilot production project and plans for mass production of tubes.

Receivers are given thorough treatment, from development of early models to plans for production and development work on larger color picture models. Early receivers will have a 14-inch picture, equivalent of the image on a normal 16-inch picture tube.

The subject of interference susceptibility is summarized this way:

Co-channel Interference—Color and monochrome are substantially equally susceptible.

Lower Adjacent Channel Interference—Color and monochrome are substantially equally susceptible. Lower adjacent sound signal is predominant cause of interference. Receiver attenuation in lower adjacent channel is a determining factor.

Upper Adjacent Channel Interference—Color is somewhat more susceptible than monochrome (6-8 db) in the present tests. Transmitter attenuation in the adjacent channel is the determining factor provided that receiver attenuation for the adjacent picture carrier is sufficient. However, the ratio desired carrier to interfering carrier of -16 db for tolerable interference is well above the ratio of 0 db set by the FCC.

Random Noise—Color is only slightly more susceptible to random noise—only about 1 db.

Sine Wave Interference—Color is more susceptible to sine wave interference but only in the vicinity of the color subcarrier.

Multipath—Color is only slightly more susceptible—only about 1-2 db.

Impulse Noise—Color and monochrome are substantially equally susceptible.

A well-illustrated section describes fully the terminal equipment needed for the RCA color system.

An appendix lists broadcast station equipment requirements.

NBC's operating experience with the RCA color system is reviewed, including Washington field tests three years ago and subsequent New York tests. Following October, 1951 tests, equipment was modified to conform to proposed NTSC color field test specifications released Nov. 21, 1951. After "relatively simple circuit changes in the encoder unit and synchronizing generator counters," field tests were begun using NTSC specifications.

Looking toward uhf, NBC transmitted 160 hours of color programs and technical tests over its former uhf experimental transmitter at Bridgeport, Conn. These tests led to this prediction:

"It is our belief that color broadcasts on uhf can be accomplished as successfully as on vhf and should present no particular problems."

Problems of networking color TV are dealt with. Having transmitted over the 4 mc bandwidth microwave relay circuits of AT&T, RCA set about squeezing its color information into the 2.7 bandwidth provided by coaxial cables. Pictures were difficult to distinguish from those carried by the wider microwave facility, it is explained, after the process had been developed.

RCA is convinced distance is not a serious problem in transmitting compatible color television signals from one city to another over AT&T microwave and coaxial cable facilities.

The RCA-NBC petition asks FCC "to institute rule-making proceedings for the purpose of adopting new technical signal specifications as standards for commercial color television broadcasting."

Original black-and-white FCC standards adopted in 1941 "have made possible the miraculous growth and development" of present TV service, it is pointed out, and the Commission "should now take a similar stand in respect of adoption of standards for color television" to encourage rapid growth of the service.

Signing the petition are John T. Cahill, Robert L. Werner, Ray B. Houston and Eugene E. Beyer Jr., attorneys.

The petition exhibits and appendixes represent work by many persons in the RCA-NBC organization, it is stated.

Among those in RCA Laboratories Division mentioned in the petition are E. W. Engstrom, G. H. Brown, A. V. Bedford, W. F. Davidson Jr., D. W. Epstein, G. L. Fredendall, E. W. Herold, R. D. Kell, D. G. C. Luck, W. C. Morrison, J. G. Reddeck and A. C. Schroeder.

RCA Victor Division mentions include D. F. Schmit, W. E. Bahls, G. L. Beers, R. V. Beshgetoor, H. M. Fackert, A. C. Grimm, R. W. Hagmann, L. R. Kirkwood, C. A. Meyer, A. B. Mills, H. C. Moodey, A. M. Morrell, M. J. Obert, G. N. Phelps, T. A. Saulnier, D. A. Tannenbaum, A. J. Torre, M. A. Trainer, Y. W. Uyeda, J. W. Wentworth and J. F. Wilhelm.

Those mentioned on behalf of NBC include S. L. Weaver Jr., O. B. Hanson, R. E. Shelby, A. L. Hammerschmidt, E. D. Goodale, E. P. Bertero, R. R. Davis, J. R. De Baun, H. Gronberg, H. M. Gurin, A. V. Hallack, R. A. Monfort and A. A. Walsh.

Gen. Sarnoff's Statement on RCA-NBC Color TV Plans

OUR POSITION as a pioneer imposes upon us the responsibility to do our best to bring about the early introduction and orderly development of compatible color television in the interests of the viewing public, our sponsors, and the independent stations affiliated with our network. RCA and NBC are prepared to invest as much as $15 million during color television's introductory year to establish this new service on a solid foundation. This would be in addition to the $25 million RCA will have spent by the end of 1953 in pioneering research and development of compatible color television.

RCA and NBC risked $50 million in developing and introducing black-and-white television before getting a cent in return. We are now spending $40 million in creating this new industry of color television. This is an expenditure that must precede the achievement of mass production in manufacturing and substantial broadcasting of color programs.

The next task is to translate the achievements of our scientists and engineers into color programs on the air and color sets in the nation's homes. This calls for a broad-scale effort by the entire radio-television industry.

There are approximately 210 set manufacturers and 70 tube manufacturers in the radio-television industry, and aproximately 190 television stations now on the air. It is my great hope that all of them will participate in the effort to take the color television "baby" out of the cradle and teach it to walk.

RCA is following the same policy in introducing color as it did in black-and-white television, making its inventions available to the entire industry. In addition, we will manufacture and sell component parts, including the tri-color tube, to competing manufacturers and will make and sell broadcasting equipment to any station, regardless of whether or not it is affiliated with NBC.

The radio-television industry can avail itself of the scientific inventions and technical "know-how" that are the fruits of RCA's color television investment, without incurring any of the major capital risks. This means that it is economically practical for other members of this highly competitive industry to get into the color television field quickly.

I am confident that those members of the industry who help to advance color television in its early stages will be proud of the part they play in the development of this new service. Once black-and-white television was off to a good start some of those who feared and opposed it the most soon became television's most enthusiastic supporters. We can expect the same thing to happen in the case of color television.

Like the tracks of a railroad, these standards provide color television with a gauge for a high-quality right-of-way. Like railroad cars, color television receivers can be changed and improved in the future, and still operate on the same standards or tracks.

Color television is a major step forward in the science and art of seeing by radio. It will be revolutionary in its effect upon communications. Color greatly enhances the beauty and attractiveness of objects and scenes. It gives more information and increases our powers of memory and identification. It is a powerful aid to advertising. It is a new dimension that will increase the public's enjoyment of news events, entertainment and education.

Petition of Radio Corporation of America and National Broadcasting Company, Inc.

1. Radio Corporation of America and National Broadcasting Company, Inc. (hereinafter referred to as "Petitioners") petition the Commission to institute rule-making proceedings for the purpose of adopting new technical signal specifications as standards for commercial color television broadcasting. A copy of the technical signal specifications proposed for adoption as color standards is attached as Exhibit 1.

2. Petitioners have developed the RCA color television system which operates on the color standards proposed in this Petition. These standards have been approved by the NTSC. The RCA color television system is a compatible color system and programs broadcast using the RCA system can be received in natural color on color receivers and in high definition black and white on the more than 24,000,000 black and white receivers already in the hands of the American public without changing these black and white receivers or adding to them in any way.

3. The RCA color television system satisfies all of the criteria for a color television system specified by the Commission in its Public Notice 65008 of June 11, 1951. Technical and field test data supporting this conclusion are contained in the attached statement of Dr. C. B. Jolliffe, Vice President and Technical Director of Radio Corporation of American, and in the Exhibits and Appendixes attached to and made a part of this Petition.

4. The color standards proposed in this Petition are technical signal specifications approved February 2, 1953, by outstanding engineers and scientists of the radio and television industry, including members of Petitioners' staffs, through the National Television System Committee (NTSC). Petitioners know of no responsible engineer or scientist in the radio and television field who proposes adoption of any other color standards.

5. The high standards adopted by the Commission in 1941 for black and white television broadcasting have made possible the miraculous growth and development of the present black and white television service to the American public. Petitioners submit that the Commission should now take a similar stand in respect of adoption of standards for color television and adopt new standards for color television broadcasting which will encourage rapid growth and development of color television as a service to the American public.

6. Petitioners have already expended almost twenty-one and a half million dollars in research and development work on and field testing of the RCA color television system and the proposed color standards. On the basis of this research and development work and field testing. Petitioners believe adoption of the proposed color standards by the Commission would serve the public interest by affording the public the advantage of color television now and not interfering with or diminishing the present monochrome service to the more than 24,000,000 black and white television set owners.

7. If the Commission approves the proposed color television standards:

Petitioner Radio Corporation of America will expedite production of color receivers, tricolor tubes and broadcasting and studio equipment for sale to the public, to television manufacturers and to broadcasters. As was the case with the introduction of black and white television apparatus, mass production and experience in the television industry will result in improved apparatus and lower prices. The sooner compatible color standards are approved and the actual start of production can be made the sooner the factors of mass production and experience will assert themselves throughout the industry.

Petitioner National Broadcasting Company, Inc., will commence broadcasting compatible color television programs which it will offer to commercial sponsors and its affiliated stations throughout the United States. Forty-one NBC affiliated television stations have already amended their network affiliation agreements to provide that they will, on approval of the proposed standards, make the relatively minor modifications to their transmitting apparatus to enable them promptly to commence broadcasting networked color television programs.

8. Petitioners believe that the present field sequential color television standards based upon an incompatible color television system are sterile and that their continuance is not in the public interest.

First, the more than 24,000,000 black and white television receivers now in the hands of the American public, representing an investment by the public of billions of dollars, would be "blind" to incompatible color broadcasts.

Second, the present incompatible color system is unsatisfactory from a technical, engineering and commercial standpoint. This is demonstrated by the fact that in the face of undoubted public demand for color television, Petitioners know of no television broadcaster who is broadcasting or plans to broadcast any incompatible color television programs and of no television receiver manufacturer who is now manufacturing or plans to manufacture receivers designed to receive incompatible color television broadcasts.

9. The Commission's Public Notice 65008 of June 11, 1951 would require Petitioners to put a color signal on the air in Washington, D. C., for the purpose of demonstrating Petitioners' color television system. Petitioners request that the Commission waive this requirement for the following reasons:

(a) There is no studio in Washington equipped to demonstrate the RCA color television system. Moving the equipment in Petitioners' New York color television studios to Washington, and installing this equipment in Petitioners' Washington facilities, would delay Commission consideration of this Petition, would delay Petitioners' preparation for commercial color broadcasting and would require Petitioners to make substantial expenditures.

(b) Networking a color signal originating in Petitioners' New York color television studios to Washington, and there putting it on the air, would result in a signal which could be affected by the quality of intercity network facilities, a condition over which Petitioners have no control. Networking a color signal to Washington would also require Petitioners to make substantial expenditures for radio relay or coaxial cable, which it would be necessary for Petitioners to lease from the Telephone Company, for every transmission from New York to Washington. These expenditures, and the existing commercial schedules of Petitioners' Washington station, would make it costly and impractical to broadcast a regular series of experimental color television programs in Washington.

(c) Petitioner National Broadcasting Company, Inc., under authorization granted by the Commission, is now remodeling its Washington monochrome transmitting facilities by raising the height of its antenna and installing additional equipment to give improved service to the Washington area. During this construction period it would not be practical to adjust and use the Washington transmitter to broadcast color television test programs nor would test programs broadcast under such conditions furnish accurate data on the performance of the RCA color television system or the proposed color standards.

10. Petitioners believe that only in New York are full facilities available for Commission study of all aspects of the RCA color television system and the proposed color standards:

(a) Petitioner, National Broadcasting Company, Inc., maintains studios in New York fully equipped with apparatus to demonstrate and test the RCA color television system. Petitioner knows of no other studios which are fully equipped to demonstrate and test the

VIEWERS ENJOY COLOR, ORC FINDS

Survey of 671 non-industry persons who viewed RCA color programs during NBC tours in New York shows 85% think color TV is "much more enjoyable" than black-and-white. They liked quality, too.

COLOR television is more enjoyable than regular black-and-white, according to the virtually unanimous opinion of those interviewed in a survey conducted by Opinion Research Corp. last June 2-5. The survey was designed to obtain public reaction to RCA color programs shown in the lounge of Center Theatre, New York.

The audience was composed of members of the public from NBC tour groups. Viewers filled out their own questionnaires after receiving instructions. The same program was presented three times a day for the four days. For 10 of the 12 tests, programs were transmitted from the theatre studio over a telephone circuit to the RCA Bldg. and then to a miniature transmitter in the theatre building, with this output fed by cable to color receivers.

For the remaining two tests the programs were transmitted on microwave relay and coaxial cable to a point near Washington and back to the miniature transmitter.

The 671 non-industry persons reported these findings in answer to a question on which is more enjoyable, color or black-and-white—much more enjoyable 85%; somewhat more enjoyable 13%.

Asked about over-all quality of the pictures, 50% said excellent, 37% very good, 11% good, 2% only fair.

As to clearness of detail, 46% said excellent, 39% very good, 12% good, 2% only fair. Other findings:

Trueness-to-life of colors — Excellent 39%; very good 38%; good 18%; only fair 3%.

Variety of colors—Limited variety 13%; wide variety 69%; in between 15%.

Vividness of colors—Too vivid 25%; about right 73%; too weak 2%.

Over-all brightness of screen — Much too bright 2%; a little too bright 17%; just about right 76%; a little too dim 4%.

Quality of pictures in action scenes—Excellent 34%; very good 44%; good 18%; only fair 3%.

About one-fourth (24%) of non-industry audience, asked if they found anything wrong, said there were some defects in the pictures but a major part of the group indicated the defects they noted interfered only a little with their enjoyment of the pictures.

Answering a question calling for other comments brought this result—Favorable comments 41%; unfavorable 10%; both favorable and unfavorable 4%. Among those who commented favorably, 25% thought color TV "wonderful."

Detailed tables showing the results of the survey do not show many marked differences in the attitudes of subgroups. These broad generalizations, with the warning they should be interpreted with caution in view of fact that differences are small in many cases and subgroups themselves are small, were made:

AGE—Persons over 40 were slightly more favorable than were those between 20 and 39. Those under 20 tended to be in an intermediate position.

TEST CONDITIONS—As a rule, persons who saw the microwave relay showing tended to vote less favorably than did those who viewed the coaxial cable showing. The main exception here is that the reverse is true on the comparison of the enjoyableness of color television with that of black and white. By and large, closed-circuit viewers were more favorable than those who saw either of the two network showings. As is the case with most subgroup differences, however, differences in the attitudes of closed-circuit and network viewers are largely in the degree of favorable opinion expressed.

RCA color television system or the proposed color standards.

(b) The transmitting facilities of Station WNBT Channel 4, New York, owned and operated by Petitioner National Broadcasting Company, Inc., with antenna located on the Empire State Building, New York, are equipped to broadcast RCA color television signals using the proposed color standards.

(c) The transmitting facilities of Station WPIX, Channel 11, New York, owned and operated by WPIX, Inc., and affiliated with the New York Daily News, with antenna located on the Empire State Building, New York, are now being equipped to broadcast RCA color television signals. Thus, New York City will be the only city in which comparative tests of the RCA color television system and the proposed color standards can be made off the air on more than one television channel.

(d) Petitioners maintain a laboratory for color television test purposes in Astoria, Long Island, 2.8 miles from Petitioners' New York Channel 4 antenna. Petitioners also maintain a polyethylene cable connection between their New York color television studio facilities and their Astoria laboratory which is used to make test signals available to color receivers in the laboratory when Petitioners' New York transmitter is pre-empted by commercial commitments and at other times. If at any time the Commission, or members of the Commission staff, should desire tests to be made over typical coaxial cable or radio relay transmission facilities, Petitioners would arrange to make available Telephone Company looped circuits from New York to Washington, or other cities, so that observers at Petitioners' Astoria laboratory would be able to test the RCA color television system and the proposed color standards both at the transmitting end and at the receiving end of the looped circuits.

(e) Petitioners offer to make their laboratory, studios, transmitter, test equipment and other facilities, freely available to the Commission and to members of the Commission staff for testing the RCA color television system and the proposed color standards.

11. In compliance with the Commission's Public Notice 65008, Petitioners will deliver representative receiver apparatus to the Commission's laboratory at Laurel, Maryland.

WHEREFORE, Petitioners request that the within Petition be granted and that the Commission adopt the technical signal specifications for compatible color television contained in Exhibit 1 as standards for commercial color television broadcasting.

Respectfully submitted,

John T. Cahill
Robert L. Werner
Ray B. Houston
Eugene E. Beyer, Jr.
Attorneys for Petitioners

NTSC PLANS JULY ADOPTION PETITION

With paper work completed on standards, probably by July 21, petition can be filed next day.

PETITION calling on FCC to adopt its compatible color standards will be filed by National Television System Committee immediately after standards are finalized, probably July 21, according to Dr. W. R. G. Baker, General Electric Co., chairman of NTSC.

At conclusion of an NTSC meeting Wednesday, Dr. Baker said the committee hopes to have its formal standards ready at that time. With paper work completed, the committee could file a petition the next day, he said. RCA-NBC and NTSC color TV standards are identical.

NTSC is understood to be planning a formal petition to the FCC, making it one of the originators of the case. At one time it had been thought within NTSC that its action should consist of comments on the RCA-NBC petition. Other manufacturers besides RCA are considering filing petitions with FCC in which adoption of the NTSC standards would be advocated.

TOBEY PREDICTS COLOR TV SOON

Senate Commerce Committee chairman says RCA demonstration was "fine". He praises RCA's Sarnoff. Senator's assistant is even more encouraged.

SEN. CHARLES W. TOBEY (R-N. H.) last Tuesday predicted "color will come [before the public] in six to eight months."

Sen. Tobey told B•T that he was "impressed" with the RCA demonstration of the National Television System Committee standards. The color television show was held Monday for members of the Senate Interstate & Foreign Commerce Committee and their wives at the Sheraton Park Hotel in Washington.

Lauds Sarnoff

It was presumed the Senator alluded to the practicability of color transmission "in six to eight months" rather than manufacture of color receivers on a production-line schedule.

The Senator said the show (and the color) was "fine." After the demonstration, it was reported Sen. Tobey, chairman of the committee, gave an impromptu talk in which he highly commended Brig. Gen. David Sarnoff, RCA board chairman. The Senator credited Gen. Sarnoff for his hard work and genius in the industry and the role he has played in stimulating color TV research.

The show began at 1:30 p.m. and continued some 40 minutes. Among scenes were cabaret singers, magician employing brightly colored cloths in his tricks, and trained parakeets. The program was microwaved to Washington from New York. It emanated from the Colonial Theatre.

Sen. Tobey was the only member of the 15-man committee to attend. However, Senators' wives and administrative assistants were present. Also at the show were Robert D. L'Heureux, chief counsel, Edward Jarrett, clerk, and Nicholas Zapple, professional staff member (communications), all of the Senate committee.

L'Heureux Boosts Color

Mr. L'Heureux said color "is now more perfect than the black-and-white with which TV began." Color TV, he said, should "come out now" and "all the broadcast industry should unite on color."

Mr. L'Heureux said the color shown was "very good . . . as good as it was in Princeton which is only 45 miles away from New York." Previously the system was shown to the House Interstate & Foreign Commerce Committee, the FCC and newsmen at Princeton [B•T, May 25, April 20].

Color is ripe for commercial showing even if no "single improvement" is made, Mr. L'Heureux said. But, he noted, there "will be improvements, lowering the cost of broadcasting and the cost of color TV sets."

Another observer said the demonstration "came through with flying colors."

Senators' slim attendance at the showing was not because of any lack of interest, it was explained. A vote on the controls bill in the Senate tied up the legislators, preventing their attendance, it was said.

Statement by Dr. C. B. Jolliffe,

Vice President,
Technical Director of RCA

RCA AND NBC have built, operated and tested the RCA color television system which uses the signal specifications contained in Exhibit 1.[1] This system satisfies the criteria established by the Commission for a color television system.[2]

The signal specifications used in the RCA color television system are identical with the signal specifications approved for publication by the National Television System Committee on February 2, 1953.

The RCA color television system is a compatible system (Exhibits 4, 7, 10). Compatibility is of extreme importance. As the Commission stated in 1950:

> The Commission is of the opinion that if a satisfactory compatible system were available, it would certainly be desirable to adopt such a system. Compatibility would facilitate for the broadcaster the transition from black and white broadcasting to color broadcasting and would reduce to a minimum the obsolescence problem of present receivers.[3]

The RCA color television system, which operates on the signal specifications proposed as standards, is a satisfactory compatible system and is available.

The signal specifications contained in Exhibit 1 have been extensively field tested by RCA and NBC and they are suitable for adoption as standards by the Commission.

RCA and NBC have the know-how to broadcast color programs, to build equipment for color broadcasting and to build sets that will receive these color programs. In addition, RCA and NBC have a nucleus of trained personnel ready to do the job.

If the Commission approves the proposed color television standards, NBC will commence broadcasting compatible color television programs and will offer these programs to commercial sponsors and NBC affiliated stations throughout the United States.

RCA is already manufacturing prototype compatible color television receivers, tricolor tubes and studio equipment. If the Commission authorizes standards for commercial color television broadcasting on the basis of the signal specifications contained in Exhibit 1, RCA will manufacture and sell this apparatus to the public, to broadcasters and to other manufacturers.

The RCA color television system meets all of the criteria established by the Commission for a satisfactory color television system.

Criterion 1

The Commission's first criterion for a satisfactory color television system is:[4] It must be capable of operating within a 6-megacycle channel allocation structure.

The signal specifications contained in Exhibit 1 are identical with those used for standard monochrome television except that a color subcarrier has been added. Measurements of interference between adjacent channels establish that the RCA color television system operates within the Commission's six-megacycle channel allocation structure (Exhibit 8).

There have been many hours of on-the-air color television transmissions, using the signal specifications contained in Exhibit 1, while standard monochrome television stations were broadcasting on adjacent channels. No reports of interference on adjacent channels have been received and no interference has been observed by trained observers (Exhibit 4).

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[1] Exhibits referred to are those attached to and made a part of the Petition.

[2] FCC Public Notice 65008, June 11, 1951.

[3] First Report of Commission (Color Television Issues), par. 123, adopted September 1, 1950, FCC 50-1064.

[4] The criteria are quoted from FCC Public Notice 65008, June 11, 1951.

Criterion 2

The Commission's second criterion for a satisfactory color television system is: It must be capable of producing a color picture which has a high quality of color fidelity, has adequate apparent definition, has good picture texture, and is not marred by such defects as misregistration, line crawl, jitter or unduly prominent dot or other structure.

It has been established by public reaction tests, theoretical analyses and engineering observations that the RCA color television system produces a color picture which has a high quality of color fidelity (Exhibits 2, 4, 7).

Color fidelity in a color television system is not necessarily a purely scientific or engineering matter. The objective is to produce in the mind of the viewer a pleasing and satisfying sensation of color. Public reaction tests conducted by RCA and NBC under the direction of the Opinion Research Corporation show that the RCA color television system achieves this objective (Exhibit 2).

Engineering observations have resulted in favorable conclusions as to the color fidelity of the pictures produced by the RCA color television system (Exhibit 7). The choice of receiver primaries is determined essentially by purely colorimetric considerations such as spectral response and efficiency of the phosphors used in the color reproducer.[5] In the present apparatus the gamut of colors that it is possible to produce with the RCA receiver primaries compares very favorably with that possible with the best processes of color reproduction and is much superior to most commercial processes (Exhibit 4).

Suitably chosen camera spectral characteristics are good approximations to those theoretically required, and analysis shows that good color reproduction may be obtained with the camera spectral characteristics presently used in the RCA color television system (Exhibit 4).

It has been established by public reaction tests, engineering observations and theoretical analyses that the RCA color television system produces color pictures which have adequate apparent definition and good picture texture and are not marred by such defects as misregistration, line crawl, jitter or unduly prominent dot or other structure (Exhibits 2, 4, 7).

Public reaction to the clearness of detail and the overall quality of RCA color television pictures was overwhelmingly favorable (Exhibit 2).

Picture definition is directly related to the resolution provided by the system. The resolution capabilities of the RCA color television system are theoretically the same as those of the standard monochrome system. All of the fine detail information is conveyed by the luminance channel which has the same bandwidth as monochrome television (Exhibit 4). Accordingly, any differences in horizontal and vertical resolution which may now exist in the RCA color television system, as compared to the standard monochrome system, are due to current apparatus limitations (Exhibit 7). However, as the public reaction tests demonstrated, the color pictures produced at the present time by the RCA color television system have adequate apparent definition (Exhibit 2).

There are a number of factors that enter into the broad classification of picture texture. In the RCA color television system there are the same number of lines in the picture as in standard monochrome television and the line structure is the same. Since this line structure has been satisfactory in the present commercial monochrome television service, there is no reason to believe that it will not be satisfactory for color television. The diameter of an individual dot in the RCA 16-inch envelope tricolor kinescope is about 70 per cent of the thickness of a scanning line (Exhibit 7). Since lines are not usually visible at normal viewing distances, the individual red, green and blue phosphor dots are even less visible.

There is no objectionable dot pattern in RCA color pictures resulting from color.

Such minor misregistration as may, from time to time, be perceptible in present RCA color television apparatus does not interfere with enjoyment of the color pictures and is not a system limitation (Exhibits 2, 7).

Neither line crawl nor dot crawl in RCA color television pictures was seen by technical observers (Exhibit 7).

Technical observers, as well as the public, were favorable impressed with the overall quality of the RCA color television pictures (Exhibits 2, 7).

RCA has made extensive field test transmissions of color television during regular program hours to test compatibility and to get opinions as to the quality of black and white pictures reproduced from color transmissions. An overwhelming majority of those who sent in comments reported good picture quality. Many stated that the black and white pictures produced on standard receivers were better than pictures produced from standard black and white transmissions (Exhibits 4, 7, 10). Observers at tests and demonstrations held by RCA and NBC have made similar comments.

Criterion 3

The Commission's third criterion for a satisfactory color television system is as follows: The color picture must be sufficiently bright so as to permit an adequate contrast range and so as to be capable of being viewed under normal home conditions without objectionable flicker.

It has been established by public reaction tests, engineering observations and analyses that the RCA color television pictures are sufficiently bright so as to permit an adequate contrast range and to be capable of being viewed under normal home conditions without objectionable flicker (Exhibits 2, 7).

Flicker may be present in any cyclic process which depends upon the rapid presentation of a sequence of pictures for conveying the impression of continuity. The question is not whether flicker is present but rather whether, at the repetition rates and picture brightness levels employed, the flicker is noticeable or objectionable with the particular viewing device used.

As a practical matter, the RCA color television system is free of noticeable flicker. The field and frame rates and interlacing, which determine flicker, are the same in the RCA color television system as in standard monochrome television. As a result, flicker is no more of a problem in the RCA color system than it is in the standard monochrome system. Despite considerable increase in kinescope brightness over the past years, commercial monochrome television is, as a practical matter, free of noticeable flicker. The same is true of the RCA color television system. Engineering tests in this connection included observations on an RCA color television receiver operating at a highlight brightness of approximately 40 foot lamberts. None of the technical observers noticed any objectionable flicker (Exhibit 7).

Measurements and technical observations establish that RCA color television pictures are sufficiently bright so as to permit an adequite contrast range. The contrast range in RCA color television pictures has been found adequate (Exhibits 2, 7).

Criterion 4

The Commission's fourth criterion for a satisfactory color television system is as follows: It must be capable of operating through receiver apparatus that is simple to operate in the home, does not have critical registration or color controls, and is cheap enough in price to be available to the great mass of the American purchasing public.

In testing the RCA color television system, color signals have been transmitted for thousands of hours (Exhibit 10). As part of all of these tests, the transmissions were viewed on RCA color television receivers (Exhibit 6). This extensive testing has shown the high standards of performance of RCA color receivers.

The RCA color television system is capable of operating through receiver apparatus that is simple to operate in the home and does not have critical registration or color controls. The viewer controls on RCA color television receivers (Model No. 3A) are precisely the same as on standard monochrome receivers with the addition of one color control knob—chroma (Exhibit 6). The usual viewer controls on monochrome receivers as compared with this color receiver are tabulated below.

Viewer Controls	*Monochrome Receiver*	*Color Receiver*	*Viewer Operations*
Station Selector	Yes	Yes	Same
Fine Tuning	Yes	Yes	Same
On-Off	Yes	Yes	Same
Sound	Yes	Yes	Same
Tone	Yes	Yes	Same
Contrast	Yes	Yes	Same
Brightness	Yes	Yes	Same
Horizontal Sync	Yes	Yes	Same
Vertical Sync	Yes	Yes	Same
Color	No	Yes	New

Thus, the only additional viewer control on this color receiver is the chroma control. This control is not critical and is simple to operate. The knob for this control turns from left to right. At the extreme left position color is taken out of the picture. As the knob is turned to the right, the color first appears and, when the knob is turned all the way to the right, the colors are most fully saturated. Viewers differ as to the degree of color saturation they desire and it is a simple matter to adjust this knob to the desired degree of color saturation. Accordingly, this control raises no problems for home viewers. Other viewer controls on RCA color receivers are the same as those on standard monochrome receivers. As in black and white receivers, service controls are built into the chassis of this color receiver.

RCA has had extensive experience in designing and manufacturing millions of monochrome receivers now in use in the home. A major consideration in design of these receivers has been the ease with which the average home viewer may operate the sets. The fact that there are now more than twenty-four million standard black and white receivers giving service in American homes shows that the viewer controls on television receivers are simple to operate in the home. No more rigorous testing of controls is possible than that which has already been undergone by these millions of receivers.

Development work is now nearing completion on another pre-production model color television receiver identified as Model No. 4 and described in Exhibit 6. This model approximates the design of the receiver which would be put into production if the Commission approves the proposed color standards. In Model No. 4, conforming with recent trends in design of black and white receivers, several customer and service controls have been relocated under the control cover and for experimental work all of these have been equipped with knurled shafts. In a production model the service controls would be screw-driver adjustments and thus would not normally be used by the viewer. The color hue control will probably be included in the production model under the control cover as a viewer control. Experience has shown this may be desirable. The color hue control permits a viewer to make minor adjustments in the hue of the picture to satisfy his own personal liking. Thus, in this receiver the viewer has control over both chroma and hue of the color. These controls are not critical and are simple to operate. They require only occasional adjustment. Model No. 4 has been changed from Model 3A in other respects as well in order to improve performance, to facilitate manufacturing and to reduce costs.

The **RCA color television system** is capable of operating through receiving apparatus that is cheap enough in price to be available to the great mass of the American purchasing public. It is estimated that the introductory price of the first RCA color television receivers, using the 16-inch envelope tricolor tube (which has the same picture size as a 14-inch black and white tube), will be between $800 and $1000.

Since the quantity of color receivers produced initially will be small, it is of interest to compare the price of the first black and white receivers produced at the beginning of monochrome television in 1939. In making this comparison, it is necessary to take into account the change in price levels based on the Bureau of Labor Statistics Price Index.[6]

In 1939 a 12-inch kinescope black and white console with sound radio had a list price of $598. Allowing for the elimination of the sound radio, the adjusted price would be approximately $560. Adjusting for the change in the value of the dollar, this list price in

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[5] Research work continues on the development of new and better phosphors. As they are perfected, they can be incorporated into tricolor kinescopes without alteration of the proposed standards.

[6] The 1939 average for the Bureau of Labor Statistics Consumers' Price Index (Old Series) was 99.4. On March 15, 1953 the same index stood at 188.8.

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terms of 1953 dollars would be approximately $1,050.

Another comparison can be made with the first console black and white television receiver using a 16-inch kinescope introduced by RCA on January 1, 1949. The average price of three models was $575 (or $635 if adjusted to 1953 dollar levels in accordance with the Bureau of Labor Statistics Price Index). The 1953 price of a comparable 17-inch kinescope console receiver is $270, less than one-half of the 1949 price.

A major item in the price of a color television receiver is the tricolor kinescope (Exhibit 5). It is estimated that, for the relatively small quantities in which the tricolor tube will be produced initially, the tube will sell to receiver manufacturers for a price of between $175 and $200. The design characteristcs of a larger tricolor kinescope have not been finally determined; consequently, a price for such a tube cannot be definitely estimated at this time.

The cost of any kinescope is a complex function of cost of material, labor, automatic machinery, engineering development and other factors. The number of tubes produced has a major effect on the price of any type of vacuum tube.

The price and size history of black and white kinescopes will be followed in color kinescopes. Prices will be reduced and sizes and quality increased as quantity production is attained by manufacturers of kinescopes.

An illustration of the effect of quantity production on the price of kinescopes is shown by the manufacturers' price history of the 16-inch (later increased to 17-inch) kinescope.[7] The first 16-inch round kinescopes were introduced in the middle of 1948. RCA made approximately 250,000 tubes of this type in 1949. At the end of 1949, a new type of 16-inch tube, which was shorter, was introduced. The price then was approximately two-thirds of the original price. In 1950, RCA produced about 1,250,000 tubes of this type. During that year the price was reduced to approximately one-half of the original price.

By the end of 1951, the 17-inch rectangular tube almost supplanted the 16-inch round type in new receivers. During 1951 nearly 900,000 17-inch rectangular tubes were produced by RCA.

The price of the newer 17-inch rectangular tube at the end of 1951 was approximately one-third the original price of the 16-inch round tube.

RCA has built millions of monochrome receivers and millions of tubes of different designs. On the basis of this extensive experience in manufacturing techniques and the design and use of automatic production machinery, RCA believes that its price estimates with respect to tricolor kinescopes and color television receivers are realistic and that reductions in such prices will follow the pattern of comparable monochrome television equipment.

If standards for commercial broadcasting of compatible color television are adopted by the Commission thus enabling compatible color receivers to be manufactured on a mass production basis, experience and competition will inevitably result in bringing about substantial reductions in the price of color receivers (Exhibits 5, 6).

As to the future trend of color receiver prices, Dr. Elmer W. Engstrom, Vice President in Charge of the RCA Laboratories Division of RCA, stated, in answer to a question as to the difference between the cost of a black and white and a color receiver, in testimony on March 24, 1953, before the Committee on Interstate and Foreign Commerce of the House of Representatives:

> I indicated during the [FCC color] hearings that I thought that when we got into mass operations on color television that we could expect that a color set would cost approximately 50 per cent more than a black and white set and that that would reduce, be reduced, as we go along and might some day get as close as not more than 25 per cent; but I cannot see any possibility of them being the same, because one must do more in order to have color.[8]

I agree with Dr. Engstrom's estimate.

Criterion 5

The Commission's fifth criterion for a satisfactory color television system is as follows:

> It must be capable of operating through apparatus at the station that is technically within the competence of the type of trained personnel hired by a station owner who does not have an extensive research or engineering staff at his disposal and the costs of purchase, operation, and maintenance of such equipment must not be so high as unduly to restrict the class of persons who can afford to operate a television station.

Extensive experience in testing and transmitting color television has established that the RCA color television system is capable of operating through apparatus at the station that is technically within the competence of the type of trained personnel hired by a station owner who does not have an extensive research or engineering staff at his disposal (Exhibit 10).

The operation of color television studio equipment is more complicated than the operation of black and white television equipment because the signal to be transmitted carries more information. Extensive testing of the RCA color television system has been carried on in the NBC studios by technical personnel recruited from monochrome operations and excellent pictures have been produced (Exhibits 2, 10). Additional training of technical personnel to acquaint them with the special problems of color television operation will be necessary, but the situation is like that which existed during the rapid growth of monochrome television when technical personnel, previously trained for sound broadcasting, successfully adapted themselves to the operation of television equipment.

The cost of purchasing station apparatus for the RCA color television system is not so high as unduly to restrict the class of persons who can afford to operate a television station.

A television station does not need to equip color studios in order to broadcast network color programs. The station can take color programs from the network by making relatively minor expenditures for equipment and standard stock items, plus in most cases certain additional sums for test equipment[9] (Exhibit 9). The station operator may expand his operations by adding a color slide camera, color film equipment and color cameras if he desires to provide programs from local sources. The amount and total cost of such equipment will depend on the kind and extent of local color program material the broadcast station owner elects to provide. Prices based on probable steps that may be taken by a typical station owner in equipping his station for color are given in Exhibit 9.

The present prices are preliminary estimates based on existing conditions, present equipment designs and limited production. Provided other conditions remain the same, it is anticipated that substantial price reductions will be made when commercial product designs are finalized and the production of color equipment increases.

The extensive testing of the RCA color television system by NBC shows that the cost of operating and maintaining station equipment for the RCA color television system is not so high as unduly to restrict the class of persons who can afford to operate a television station.

At the transmitter no additional personnel is required for color operation or maintenance. Also, the transmission of slides and motion pictures requires no additional technical personnel.

The operation of television studio equipment for originating live programs, whether monochrome or color, depends to a great extent upon the nature and amount of the program material being telecast. NBC's extensive color broadcasting experience has shown that, if a station owner wishes to originate live color television shows, the normal technical crew for color television studio operations contains the same number of technical persons as are assigned to a monochrome operation, except perhaps for the video control position (Exhibit 10). In monochrome television the video control technician usually handles two or three television cameras. However, in the present state of development activities in color television, NBC has found it expedient to assign a video control technician to each color television camera, due primarily to the added complications of this function. It is expected that future developments will bring about a modification of this practice (Exhibit 10). This additional operating cost will not unduly restrict the class of persons who can afford to operate a television station.

Maintenance of color television equipment used for a studio plant is more complicated than for a comparable monochrome studio plant due to the fact that color television requires additional components. The complications in any electronic equipment are usually a function of the amount of information being transmitted and considerably more information is transmitted in a color television system than in a monochrome system.

The additional maintenance costs associated with broadcasting live programs using the RCA color television system will not unduly restrict the class of persons who can afford to operate a television station (Exhibit 10). If it is the practice of the station owner to take his local color program origination from slides and motion pictures and his live color shows from a network, there should be no substantial additional operating or maintenance costs due to color except for the added cost of color film as compared with black and white film.

Criterion 6

The Commission's sixth criterion for a satisfactory color television system is as follows:

It must not be unduly susceptible to interference as compared with the present monochrome system.

Extensive tests were conducted by RCA which determined that the RCA color television system is not unduly susceptible to interference as compared to the present monochrome system (Exhibit 8).

With regard to co-channel interference, color and monochrome are substantially equally susceptible. Concerning lower adjacent channel interference, color and monochrome are substantially similar. In the case of upper adjacent channel interference, color is somewhat more susceptible than monochrome. However, the ratio of desired carrier to interfering carrier for tolerable interference is well above the ratio set by the Commission's allocation structure. With regard to random noise, color is only slightly more susceptible than monochrome. Color is more susceptible than monochrome to sine wave interference but only in the vicinity of the color subcarrier. In so far as multipath is concerned, color is only slightly more susceptible than monochrome, and with respect to impulse noise, color and monochrome are substantially equally susceptible (Exhibit 8).

Criterion 7

The Commission's seventh criterion for a satisfactory color television system is as follows: It must be capable of transmitting color programs over intercity relay facilities presently in existence or which may be developed in the foreseeable future.

A series of test transmissions of the RCA color television system over present networking facilities has established that the system is capable of transmitting color programs over intercity relay facilities now in existence or which may be developed in the foreseeable future (Exhibit 11).

The American Telephone and Telegraph Company provides two types of intercity television facilities; the microwave relay and the coaxial cable. The microwave circuits have a bandwidth of somewhat more than 4 megacycles and are capable of transmitting good quality color television pictures produced by the RCA color television system (Exhibits 2, 11). Since it may be anticipated that coaxial cables having a bandwidth of only 2.7 megacycles may continue to serve certain areas for some time, it was necessary to devise equipment for networking the RCA system in color over such cables. This equipment has been developed and extensively and successfully tested (Exhibit 11). Public reaction to RCA color pictures networked by microwave relay facilities and by coaxial cable has been very favorable (Exhibit 2).

The RCA Color Television System Satisfies the Commission's Criteria

The foregoing review with respect to the Commission's criteria for a color television

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[7] In this discussion of kinescope prices, no account is taken of changes in the Bureau of Labor Statistics Price Index or the introduction of a 10 per cent Federal excise tax in 1950.

[8] Transcript of the Hearings on Color Television before the Committee on Interstate and Foreign Commerce of the House of Representatives, March 24, 1953, p. 81.

[9] The amount of equipment necessary will vary in individual stations depending on amount and type of test equipment already on hand and other factors.

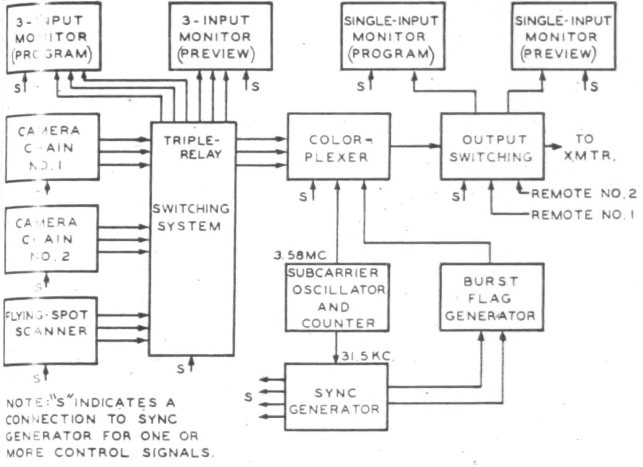

3-INPUT MONITOR (PROGRAM)
3-INPUT MONITOR (PREVIEW)
SINGLE-INPUT MONITOR (PROGRAM)
SINGLE-INPUT MONITOR (PREVIEW)
S
CAMERA CHAIN NO.1
TRIPLE-RELAY SWITCHING SYSTEM
COLOR-PLEXER
OUTPUT SWITCHING
TO XMTR.
REMOTE NO.2
REMOTE NO.1
CAMERA CHAIN NO.2
3.58MC
SUBCARRIER OSCILLATOR AND COUNTER
BURST FLAG GENERATOR
FLYING-SPOT SCANNER
31.5KC
SYNC GENERATOR
NOTE: "S" INDICATES A CONNECTION TO SYNC GENERATOR FOR ONE OR MORE CONTROL SIGNALS.

Fig. 1 — Block diagram showing a possible arrangement of color television studio equipment when switching is done before multiplexing.

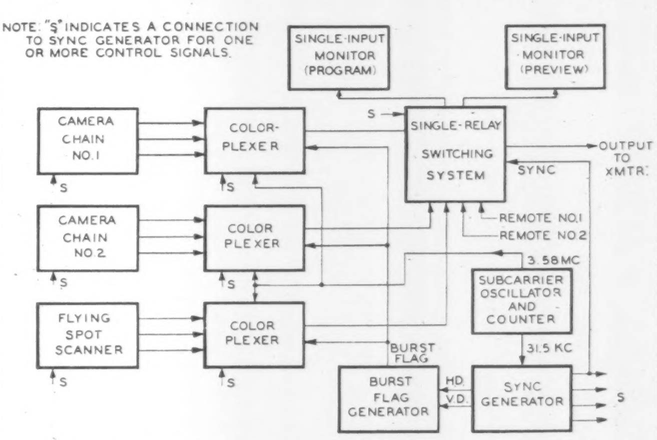

NOTE: "S" INDICATES A CONNECTION TO SYNC GENERATOR FOR ONE OR MORE CONTROL SIGNALS.
SINGLE-INPUT MONITOR (PROGRAM)
SINGLE-INPUT MONITOR (PREVIEW)
CAMERA CHAIN NO.1
COLOR-PLEXER
S
SINGLE-RELAY SWITCHING SYSTEM
OUTPUT TO XMTR.
SYNC
REMOTE NO.1
REMOTE NO.2
CAMERA CHAIN NO.2
COLOR PLEXER
3.58MC
SUBCARRIER OSCILLATOR AND COUNTER
FLYING SPOT SCANNER
COLOR PLEXER
BURST FLAG
31.5 KC
BURST FLAG GENERATOR
HD
VD
SYNC GENERATOR

Fig. 2 — Block diagram showing an arrangement of color television studio equipment when switching is done after multiplexing.

system shows that the RCA color television system operating on the basis of the signal specifications contained in Exhibit 1 fully satisfies in all respects the criteria set by the Commission. Further, the RCA color television system has been extensively field tested (Exhibits 2, 4, 7, 8, 10, 11).

Signal Specifications Proposed as Standards

The color television signal specifications which RCA and NBC are petitioning the Commission to adopt as standards for commercial color television broadcasting are identical with those previously approved by the National Television System Committee (Exhibit 1).

RCA and NBC engineers and scientists have worked with the NTSC in developing the recommended technical signal specifications and in field testing these specifications. RCA and NBC have furnished many color television transmissions and the use of their facilities for NTSC field tests (Exhibit 10). RCA and NBC have cooperated with the NTSC and furnished information obtained in their research and field testing to the NTSC.

Future Developments

RCA and NBC believe that in an industry as dynamic as the television industry, any set of signal specifications adopted as standards for color television should be so constituted that future improvements in equipment may be incorporated within their framework. The proposed technical signal specifications make provision for future improvements. By setting sufficiently high standards and not limiting the standards to the capabilities of existing equipment, the fruits of research and invention in the coming years can result in better equipment at both transmitter and receiver giving better performance and better pictures without requiring a change in standards or obsoleting receivers in the hands of the public.

For example, RCA has under development, and has already demonstrated, tricolor kinescopes having greatly increased brightness. As such tubes are developed to the point of commercial practicability, they can be incorporated in the RCA color television system without necessitating any change in the proposed standards.

RCA has also developed and demonstrated a single tricolor camera tube. This camera tube is being further tested and when it reaches the commercial stage, it likewise can be incorporated in the RCA color television system with no change in the proposed standards.

Work is also in progress on developing larger picture tubes and improved projection methods. Both larger picture tubes and a projection receiver have been demonstrated and they can later be incorporated in the RCA color television system without any change in the proposed standards.

Color Telecasting Plans

Upon adoption by the Commission of the signal specifications contained in Exhibit 1 as standards for commercial color television broadcasting, NBC would put into effect the plans and policies contained in Exhibit 3. NBC would commence broadcasting compatible color television programs and would offer such programs to commercial sponsors and NBC affiliated stations throughout the United States.

NBC has already equipped two studios for color television (Exhibit 10). Demonstrations have shown that these existing studios permit the production of color television programs comparable to monochrome productions (Exhibits 2, 10).

NBC has ordered additional color television studio equipment. When such equipment is delivered and if the proposed standards have been authorized for color television broadcasting on a commercial basis, NBC will expand its studio operations and increase color programming.

RCA's Manufacturing Plans

RCA has established a pilot plant for the production of RCA tricolor kinescopes within its tube plant at Lancaster, Pennsylvania (Exhibit 5). Within a few months, this pilot operation can attain a production rate of 2,000 tubes per month.

In response to demand for more tricolor kinescopes than can be produced in the pilot production unit, operations can be expanded into existing black and white kinescope production facilities with suitable modification of such facilities and the addition of the specialized items needed for tricolor kinescope production (Exhibit 5).

If the signal specifications contained in Exhibit 1 are approved by the Commission as standards for commercial color television broadcasting, RCA will take steps immediately to institute production of color television receivers similar in basic respects to the latest model receiver described in Exhibit 6. The final production model will make provision for both uhf and vhf reception.

Factory space for producing RCA color television receivers is available and necessary test equipment has been determined. Manufacturing personnel have examined the engineering samples of model RCA color television receivers and are agreed that no unusual manufacturing problems are involved. While a substantially increased number of component parts are required for a color television receiver as compared with a black and white receiver, and circuits require a greater degree of testing and adjustment, manufacturing techniques will be basically the same as for black and white television receivers.

If the Commission approves the proposed standards by the end of the Summer of 1953, engineering schedules call for engineering sign-off on a production model in the Fall of 1953. It is estimated that, on this schedule, pilot production of color receivers can start during the Spring of 1954 (Exhibit 6).

If the Commission approves the proposed standards by the end of the Summer of 1953, RCA would plan for the production of substantial quantities of color television receivers during 1954.

RCA plans to produce and offer for sale the RCA color television equipment needed by broadcast stations if the Commission adopts the proposed color standards. In order to facilitate the introduction of commercial color television broadcasting, RCA's initial plans are to produce appropriate broadcast equipment on a custom basis. This will enable broadcasters to proceed with color television early in 1954. Meanwhile, RCA will continue its development and design activities leading towards a regular commercial production program (Exhibit 9).

It is expected that color television will conform to the general pattern of all revolutionary new products or developments in the electronics field. Developments that result in better service take place continuously as commercial equipment is designed, built and used by the broadcasters and the public. New methods of doing things are devised and incorporated in new equipment as it is produced. Rapid progress in improving manufacturing techniques after production is commenced, mounting production volume, and subsequent engineering development, will all combine to reduce cost and improve the product.

The natural forces of American enterprise and competition result in better service at less cost in any product. Color television will not be an exception. The sooner the actual start of production can be made, the sooner the factors of mass production and experience will assert themselves, resulting in better color television equipment at lower prices.

WHAM-AM-TV Stay NBC; Color TV Contract Signed

CONFIDENCE was tendered NBC Thursday by WHAM-AM-TV Rochester, N. Y., the Stromberg-Carlson Co. o & o stations.

WHAM-TV announced signing of a color TV supplement affiliation with the network. At the same time, William Fay, the stations' vice president and general manager, confirmed that both the AM and TV outlets are continuing their NBC affiliation.

Mr. Fay lauded NBC's compatible color system and said once standards are FCC-approved the station will "lead in bringing color programs to the people of the Rochester area."

On the stations' affiliation, he said: "Because of rumors in the trade concerning a possible change in our stations' network affiliation, we want to set the record straight by announcing publicly that we are remaining with NBC."

He said WHAM-AM has been affiliated with NBC for 26 years and the TV station has been a basic affiliate since 1949. The affiliation, he said, has been regarded "as one of our most valued assets." NBC programs with WHAM-AM-TV's own "have given us a position of leadership in Rochester," he added.

NBC's vice president in charge of station relations, Harry Bannister, lauding the decision, noted the Rochester outlets are broadcasting pioneers. He said: "Pioneers have a habit of sticking together in blazing new trails of progress and NBC's association with both stations has been mutually productive."

NEWSCASTS BUYS OF SEVEN FIRMS REFLECT POPULARITY OF RADIO NEWS

Confidence in radio generally, and in radio news particularly, is reflected as more advertisers sign for radio newscasts. Many buy a quarter hour or more daily on 50 to 100 or more stations.

THE CONTINUING popularity of radio news programs—with both the advertiser and the public—was brought into dramatic focus last week by the actions of three such diverse sponsors as Chevrolet, the CIO and Armstrong Rubber Co., each of whom has settled on that type of show to promote its message.

Four other national advertisers who continue to assert confidence in the radio newscast are Mennen, Esso, Shell and Murine. Currently the CIO is negotiating with ABC for a five-a-week quarter-hour news show in the 6:15 p.m. time and with NBC for the 10:30 p.m. period on a more than 100-station hookup. It was understood that ABC probably would get the account. The CIO is presenting the program as a public service feature and the placement is being handled by Reggie Scheubel, of Wyatt & Scheubel, New York, radio and TV consultants for the Henry Kaufman Agency in Washington.

Chevrolet and Chevrolet Dealers have contracted for what was said to be the largest concentrated block of radio time ever purchased by a single advertiser, a total of 24 five-minute newscasts each weekend, beginning Saturday and continuing Saturday and Sunday thereafter over 364 ABC stations.

These 24 special weekend telecasts—12 in behalf of the dealers and an equal number for the manufacturer—will be handled by various members of the ABC news staff.

Total ABC News

For ABC this means that an overall total of 16 hours and 35 minutes of radio news reporting and commentary will be heard on that network each week.

The Chevrolet transaction was handled through Campbell-Ewald, Detroit.

Armstrong Rubber Co. has taken over for 13 summer weeks the list of regional quarter-hour news programs previously sponsored by Peter Paul Candy for Mounds. The contract runs from June to August in about 80 radio markets. In September Peter Paul resumes the newscasts and uses more than 100 markets for national coverage. Most programs are placed in top early-morning segments to appeal to an adult audience.

Maxon Inc., New York, is the agency.

Meanwhile, Mennen's men's products, Morristown, N. J., one of the veteran news sponsors, is continuing to cover more than 100 markets with five, ten and fifteen-minute newscasts, a schedule originally placed, incidentally, by Miss Scheubel, who is negotiating this week's bid by the CIO for entry into the radio news field. Kenyon & Eckhardt, New York, now handles the account.

Esso Standard Oil Co. has been sponsoring news programs since 1935. At that time it started out with a 14-market lineup.

Today the advertiser places its *Esso Reporter* on 55 radio stations with 52-week contracts. The pattern followed in most markets is to use the five-minute news show from three to four times a day hitting at breakfast, lunch and dinner listenership. Marschalk & Pratt, New York, is the agency.

Shell Oil Co., New York, another veteran in news sponsorship for more than a decade, currently is in 50 markets with five, ten and 15-minute programs. Contracts for 52 weeks are placed through J. Walter Thompson Co., New York.

Murine Co., through Foote, Cone & Belding, Chicago, also uses newscasts on a spot basis to promote its products.

The Murine Co., Chicago, also sponsors news programs. It picks up the tab for seven out of 13 weeks of the Gabriel Heatter show on the full Mutual network, 7:30-45 p.m. EDT, and for six of the 13 weekly *John Vandevanter and the News* programs on the same network, Sundays, 1-1:15 p.m. The Heatter-Murine sponsorship is rotated on different days each week.

Both contracts are for 13 weeks and were placed through BBDO.

NEWEST partners in Gray & Rogers, Philadelphia advertising and public relations agency, are department heads David B. Arnold (l), media director, and Thelma Berezin, public relations director. They are congratulated on their new jobs by Jerry Gray, senior partner.

Phillip's Creditors Share in Sale of Assets

WASHINGTON radio and TV stations are among creditors who will share percentages of amounts derived from sale of assets of Phillip's Television & Appliances Inc., large appliance chain in that city which closed its doors June 20.

David Hornstein, attorney for Phillip's, said details on the disposal of nearly a half-million dollars in merchandise, plus cash and accounts receivable by the firm, which now is in custodial receivership, will not be known until a meeting of creditors tomorrow (Tuesday). Attorneys explained that the firm went heavily into debt this year from stiff competition, low down payments, defaulting of payments by customers and unwillingness of finance companies to handle appliance transactions.

Mr. Hornstein said radio and TV station creditors are represented among about a dozen items owed to various media by Phillip's.

Timebuyers Strike Oil

RADIO and television timebuyers received their first dividends on gift shares of oil well stock last fortnight: Checks amounting to $2.13 each. The shareholders were originally given the oil certificates as a Christmas gift by North Dakota Broadcasting Co. (stations KSJB Jamestown, KCJB and KCJB-TV Minot).

To mark the occasion, John W. Boler, president of the stations, also invited the shareholders to attend a cocktail meeting to hear his "State of the Oil" message at the Gotham Hotel in New York. The invitation urged recipients to "polish up the Cadillacs, all you oil tycoons, and attend the big meeting."

Stations are represented by Weed-TV Inc.

Enfield Suit Filed in L. A. Would Set Aside Judgment

SUIT to set aside a judgment entered in Federal Court seven years ago in an unsuccessful $100,000 copyright infringement case, was filed in Los Angeles June 15 by Charles T. Lester, administrator for the estate of the late Harold Hugh Enfield, movie-radio actor, known professionally as Craig Reynolds.

Named as defendants are NBC, Philip Morris & Co., The Biow Co. and Underwriters at Lloyds, London.

Equity action, filed through attorney Jesse A. Levinson, charges that Mr. Enfield, who died in 1949, did not receive "a fair, just and equitable trial" in 1946 because of alleged "pressure and undue influence" exerted on the late Federal Judge J. F. T. O'Connor by motion picture executive Louis B. Mayer on behalf of Ginny Simms, then star of NBC's *Talent Theatre*. Mr. Enfield had contended that the network program was taken from his "Veteran's Canteen" show.

McCarthy Retires From R&R

CAL J. McCARTHY retires from active management of Ruthrauff & Ryan, effective July 1, after 31 years with the agency where he served as senior vice president, treasurer and director. He will continue in a consulting capacity. Mr. McCarthy will devote a good part of his time during the next six months to the launching and promotion of a new line of products of Calmac Inc., which he recently organized.

Direct Mail Use Up

AMERICAN business used $419,578,903 worth of direct mail advertising during the first four months of 1953, up 6.5% from the same period of last year, according to an estimate made by the Direct Mail Advertising Assn. For April, DMAA reports the estimated dollar volume as $105,653,499, a gain of nearly 8% over April 1952.

Wageman Identification

MURIEL WAGEMAN, head of Muriel Wageman Adv., Chicago, was incorrectly identified as timebuyer for another agency in a picture showing agency representatives being shown Catalina Island by John Poole, KBIG Avalon owner [B•T, June 8].

COSMETIC FIRMS BUY SUMMER SHOWS

Hot-weather television network campaigns are put in motion by Hazel Bishop, Revlon and Toni. Bishop switches network spots for two of its programs in a move designed to increase audiences for both.

MANUFACTURERS of beauty preparations are plunging into summer replacement time in network television, with Hazel Bishop Inc., Revlon Products Corp., and Toni Co. all carrying hot-weather campaigns.

Toni Co. has bought another half-hour audience participation show, *Place the Face*, which will by seen on NBC-TV for eight weeks starting July 2 in the Thursday, 8:30-9 p.m. period normally occupied by Borden Co.'s *Treasury Men in Action*. The Borden show returns in the fall. Leo Burnett Co., Chicago, is the agency for Toni.

Hazel Bishop continues sponsorship of *This Is Your Life* on NBC-TV (Wednesday, 10-10:30 p.m.) and additionally has added *Candid Camera* on the same network (Tuesday, 9:30-10 p.m.) for the summer. The firm also alternates with Toni Co. on sponsorship of *Blind Date* on DuMont in the Tuesday 8-8:30 period.

The Bishop firm meanwhile is launching this week a switch of its NBC-TV shows, putting *Candid Camera* into the spot now occupied by *This Is Your Life*, and vice versa. Purpose of the summertime exchange of program periods is to expose each show to the audience of the other in a move to increase the audience of both. Raymond Spector Co., New York, agency for Hazel Bishop, indicated belief that this in one of the first such exchanges in TV. In the fall, *Life* will return to its regular spot and *Camera*, if continued beyond the hot-weather period, presumably will move to a new time period.

Revlon last week started *Revlon Mirror Theatre* on NBC-TV (Tues., 8-8:30 p.m.) in one of the periods normally filled by the Milton Berle show, now in hiatus until fall. Revlon also has signed for a new dramatic show to start in the fall on CBS-TV, in the Saturday 10:30-11 p.m. period. William Weintraub, New York, is the agency for Revlon.

NEW BUSINESS

Edison Chemical Co., Chicago (Dermassage), signed to sponsor Tues. and Thurs. broadcasts of *Edward R. Murrow News* on 22 CPRN stations, 5-5:15 p.m. PDT, for 26 weeks, from June 30. Agency: Critchfield & Co., Chicago.

Reardon Co. (paints) buys three weekly spot participations on NBC-TV's *Today* Mon.-Fri., 7-9 a.m. EDT, for four weeks starting Sept 8. Agency: Krupnick & Assoc., St. Louis.

Sterling Drug Inc. renews sponsorship of *My True Story* on full ABC Radio network, Mon.-Fri., 10-10:25 a.m. EDT, effective July 6 for 52 weeks. Agency: Dancer-Fitzgerald-Sample, N. Y.

The Greyhound Lines will again be among the sponsors of *Omnibus* when it is resumed Oct. 4 over CBS, for entire 26-week season. Agency: Beaumont & Hohman Inc., Chicago.

Mennen Co. ("Quinanna" foot powder), N. Y., will sponsor *Gabriel Heatter* newscasts on 148 Mutual stations, effective June 26. Agency: Grey Adv., N. Y.

General Mills Inc., Minneapolis (Red Band flour), renews *Joe Emerson's Hymn Time* over ABC radio, Mon., Fri., 3-3:15 p.m. EDT, for 52 weeks. Agency: Knox Reeves Adv., Minneapolis.

Toni Co., Chicago, sponsoring Tues. and Thurs. segments of *Turn to a Friend* program, ABC Radio, Mon.-Fri., 11:55 a.m.-12:25 p.m., EDT, effective last Tues. Agency: Weiss & Geller, Chicago.

James Lees & Son Co. (rugs and carpets), renews sponsorship of quarter-hour segment of NBC-TV's *Kate Smith Show* for fall, effective Sept. 7. Lees sponsors 3:30-45 p.m. portion of 3-4 p.m. strip. Agency: D'Arcy Adv., N.Y.

Carter Products, N. Y., will sponsor *Anyone Can Win*, Prockter Television Enterprises package, effective July 14, Tues., 9-9:30 p.m., alternate weeks on CBS-TV. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

AGENCY APPOINTMENTS

Continental Laboratories of America Inc., L. A. (Taggs Vitamins), appoints Smith & Ganz Inc., Hollywood. Radio-TV will be used.

Skinner & Eddy Corp., Seattle (Icy Point Salmon), appoints Paris & Peart, N. Y. Radio and TV will be used.

Angelique Inc., Wilton, Conn. (Black Satin, White Satin and Gold Satin Perfumes and Toiletries), **Scrabble Enterprises** (promoters of new word game, Scrabble), and **Production & Marketing Corp.** appoint Platt, Zachary & Sutton Inc., N. Y.

Moxie Co., Needham Heights, Mass., appoints Ingalls-Miniter Co., Boston. Radio will be used.

Silverhill Corp., Riverside, N. J., appoints Adrian Bauer, Phila. **Kenneth A. Syfrit** is account executive.

Fels & Co., Fels-Naptha soap, names Town Advertising Agency, Phila.

Edward Marshall Boehm Inc. (fine porcelain) appoints Lee Ramsell & Co., Phila.

Dennis Mitchell Industries, juvenile furniture, appoints Aitkin-Kynett, Phila.

Cole of California, L.A. (swim suits and beach wear), appoints Young & Rubicam Inc., that city.

F. Pirrone & Sons, Salida, Calif. (wine), names Marshall Ford Adv., Sacramento. Radio-TV will be used.

U. S. Waterproofing Corp. appoints The Getschal Co., N. Y.

S. C. Johnson & Son names Robert Otto & Co., International Adv., N. Y., to handle Mexican account of automotive and maintenance waxes.

Allied Plastics Corp., Phila. (Daycor), appoints Gray & Rogers, that city.

Kitchen Art Foods Inc., Chicago (Py-O-My baking mixes), appoints Henri, Hurst & McDonald Inc., Chicago.

Tesco Antennas appoints Conti Adv. Agency Inc., N. Y.

"March of Freedom" Campaign, headed by **Sen. Frank Carlson** (R-Kans.), appoints Jaeger & Jessen Inc., Chicago. Radio and TV will be used.

RADIO NEWSREEL

TYPING up his own contract for *Follow the Leader* on WICC Bridgeport is William J. Leader (r), pres., Pepsi Cola Bottling of Fairfield. Stan Edwards, WICC acct. exec., observes.

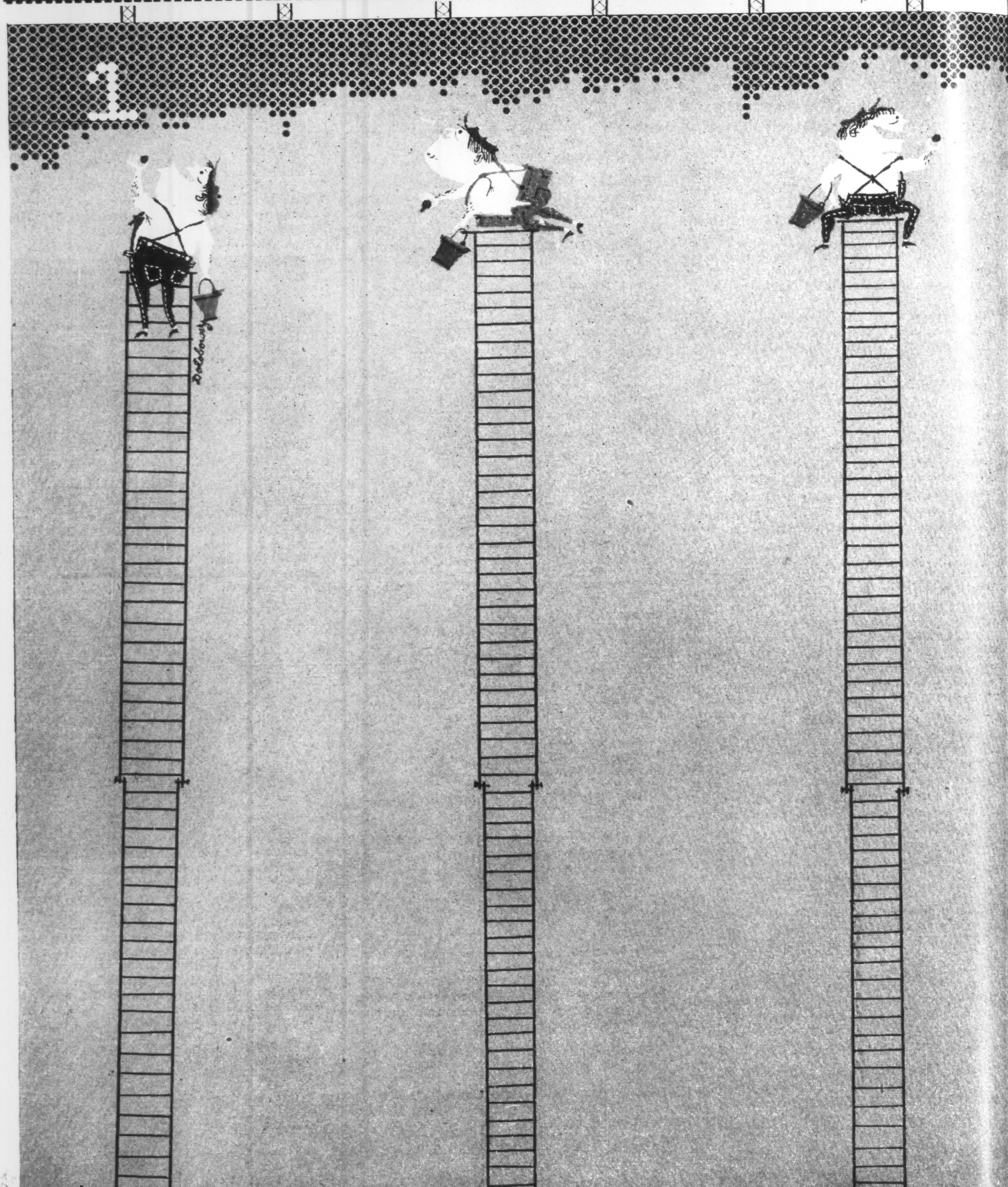
CELEBRATING 45th birthday of Bob DeHaven (c), m.c. of a morning show on WCCO Minneapolis-St. Paul, are Larry Haeg (l), WCCO gen. mgr., Mr. DeHaven and Bayard Buckmaster, Our Own Hardware Co., sponsor.

YEAR's contract for 17 news and sports programs a week on WTAM Cleveland by Texas Co. is signed by (l to r): Seated, Hamilton Shea, WTAM gen. mgr., and Donald W. Steward, adv. mgr., Texas Co.; standing, William Dix, WTAM sls. mgr., and Jerry Johnston, acct. exec., Kudner Agency, New York.

FOURTH year of advertising on Tom McCarthy's morning show on WKRC Cincinnati by Phil Stewart Electric Shop is signed by (l to r): Hubbard Hood, WKRC sls. mgr.; Phil Stewart, and Mr. McCarthv.

XUM

WHY NBC IS AMER


1
Dolobowsky

RICA'S NO.1 NETWORK

During the next twelve weeks, NBC will use this space to provide the facts that will enable you to examine the essentials of network superiority. In the process we will use established, fully accepted data and will clearly label our sources.

In place of exaggeration, NBC will offer fully documented facts. Instead of citing an exception to prove a point, NBC will tell the full story. In case after case you will be given complete *proof* of the real values that have earned for NBC the enviable position of **America's number 1 network.**

NBC's purpose is to set the record straight... and keep it straight.

NBC

a service of Radio Corporation of America

DEMAND MAY PUSH TV TAPE RELEASE

By early 1954 Crosby Enterprises' VTR may be released to meet federal defense needs and competition from other firms, BCE official says.

DEMANDS by the government, plus competition from other firms researching the same field, may force release of Bing Crosby Enterprises' VTR (Video Tape Recorder) system to the television industry by early 1954.

Frank Healey, executive director of the electronic division of BCE, told the Hollywood Ad Club last Monday that various federal agencies are interested in VTR for radar, moving target and guided missile programs, and are pressing for quick development.

He said GE, Magnacord, RCA, Armour Research Labs and Ampex are working on their own video tape recording systems, but that, "Bing Crosby Enterprises has put a lot of money into this and we hope to be first."

At the meeting John T. Mullin, chief engineer of BCE electronics division and one of the pioneers on video tape, explained the VTR advantages. He cited instantaneous playback and reduced production costs of VTR.

Mr. Mullin admitted present recorders are bulky, but stated that BCE engineers hope to reduce the size soon.

Mentor Films Formed By Shipley, Associates

ESTABLISHMENT of Mentor Films, New York, as a television film production company for both commercials and programs was announced last week by Albert F. Shipley, vice president-general manager. He said Mentor has set up offices and studios at 846 Seventh Ave., New York 19.

Mr. Shipley is a sales executive, who is said to have had wide experience with leading radio, motion picture and TV firms.

Associated with Mr. Shipley are Madge Tucker, for 15 years a producer, director and writer for NBC, who will be vice president and program consultant, and Lydia Schiller, formerly scenario and production assistant to David O. Selznick and Alexander Korda, who will be film editor and director of research.

Mr. Shipley announced appointments of Edmund Stevens, chief studio supervisor of broadcast operations for NBC for four years, as production co-ordinator; M. Macy Elwell, consultant on scenic design for ABC-TV, as director of scenic design ad costuming, and Syd Landi, artist and illustrator, as art director.

Mrs. Shipley will be secertary-treasurer.

Fox, UP Newsreels Processed by GFL

GENERAL Film Laboratories, Hollywood, under a recently-completed agreement, has started processing all newsreel footage shot by Fox Movietone News and United Press Movietone Newsreel. In addition, UP has installed a teletype transmission service at GFL to supply 75 TV station clients with a running script of each clip and information on newsreels for telecast.

Arthur De Titta, Pacific Coast supervisor of FM, is in charge of the project, with Bill Stewart of UP heading the syndicate's TV bureau and Al Walker of Movietone News, film editor.

Fast Fight Films

BY USE of film recording, fight fans on the West Coast and in the mountain states were able to see the telecast of the International Golden Gloves championship bouts from Chicago June 16 on the same night the rest of the country saw the events live. Film recordings of the contests, which were sponsored by the Admiral Corp. over the DuMont TV Network, starting at 10:30 p.m., EDT, were transmitted from New York by cable for showing in California and mountain cities at 10:30 p.m., PDT, and in the state of Washington at 9:30 p.m., PDT.

ABC WEIGHS PLANS FOR FILM DIVISION

PLANS for eventual establishment of an ABC-TV film division were indicated last week by Robert M. Weitman, ABC vice president in charge of talent and programming.

Mr. Weitman told a news conference in New York that ABC's move in the direction of film sydication prompted the decision to film shows which will star Danny Thomas and Ray Bolger. He pointed out that a program featuring Barry Sullivan also is filmed.

Under questioning, he acknowledged that ABC was giving "serious consideration" to George Shupert, now United Artists vice president in charge of TV, as possible head of the projected film organization. He pointed out he was familiar with Mr. Shupert's talents and experience, citing his previous association with Paramount. He added, however, that other candidates also are being considered for the position.

Beckwith Named VP To Head G-K Sales

AARON BECKWITH, director of sales for United Television Programs, last week was named vice president of Gross-Krasne Inc., to devote full time to the direction of G-K sales activities. G-K is one-third owner of UTP.

In his new post Mr. Beckwith will continue to occupy his present quarters and will work closely with Ben Frye, UTP vice president in charge of sales, in connection with UTP's syndication of the G-K *Heart of the City* film series, and future series.

Mr. Beckwith

Officials said the move is in line with expanded production activities stemming from G-K's acquisition of California studios. Aside from supervising sales of *Heart of the City*, Mr. Beckwith will direct the company's national sales and commercial spot business. He plans to work direct with advertisers and agencies to set up deals for film packages as well as spot commercials, for which G-K is establishing a special department.

Film Sales

United Television Programs' new telephone quiz show, *Look Photoquiz*, will start July 6. The 15-minute, 5-day-a-week filmed program has been sold in 22 markets, with latest sales to **WLWA (TV)** Atlanta, **KROC (TV)** Rochester, Minn., **WCOS-TV** Columbia, S. C., and **Coca-Cola Bottling Co.** over **KSTP-TV** St. Paul-Minneapolis.

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Harriscope Inc., formed by **Burt I. Harris** and **Irving B. Harris** (Toni home permanent developer), announces four new markets under contract: **WDAY-TV** Fargo, N. D., **WFBM-TV** Indianapolis, Ind., **KSWO-TV** Lawton, Okla., and **KFOR-TV** Lincoln, Neb.

The company also reports that production has just been completed on 13 30-minute wrestling films, the fourth series to be completed. The next series will start production within two weeks, according to Burt Harris, company president.

Mr. Harris also disclosed that *Dr. I. Q.*, a television adaptation of the radio program, will be packaged for presentation this fall.

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Five Star Productions, Hollywood, has completed for July 1 release 12 60-second spot announcements for **Cinch Products Inc.**, Los Angeles (Cinch Cake Mix, Corn Bread Mix, Biscuit Mix). They feature **Art Baker**, announcer-personality on NBC-AM-TV's *Dinah Shore Show* and ABC-TV's *You Asked for It*, and his wife, former actress **Alice Weaver.** Agency: **Elwood J. Robinson & Co.,** Los Angeles.

Availabilities

Milton Hammer, Washington, D. C., announces a September release date for another series of *Washington Spotlight*, weekly forum discussion program featuring **Marquis Childs.** The 15-minute feature was telecast in 40 markets last year and is entering its third year of production.

Milton Hammer also announces a new TV film series, *What's Your Problem*, a 5-minute program featuring **Lorraine Logan.** Miss Logan discusses the problems of life, the family and love with an interviewee on each program. The advice is previewed by a committee of social service professionals and religious leaders, according to the film company.

Milton Hammer Productions are at 931 Washington Bldg., Washington 5.

•

Association Films, New York, is offering free to television stations a six-part, 15-minute children's film series, *Boys' Railroad Club*. The series may be obtained from company's libraries in Ridgefield, N. J.; 79 East Adams St., Chicago, and 351 Turk St., San Francisco.

•

Sack Television Enterprises, Dallas and New York, announces three recent additions to its feature film library: "Tunisian Victory," "Next of Kin" and "Coastal Command." Other feature films with war themes include "The True Glory" and "Desert Victory," which the firm also is releasing to television.

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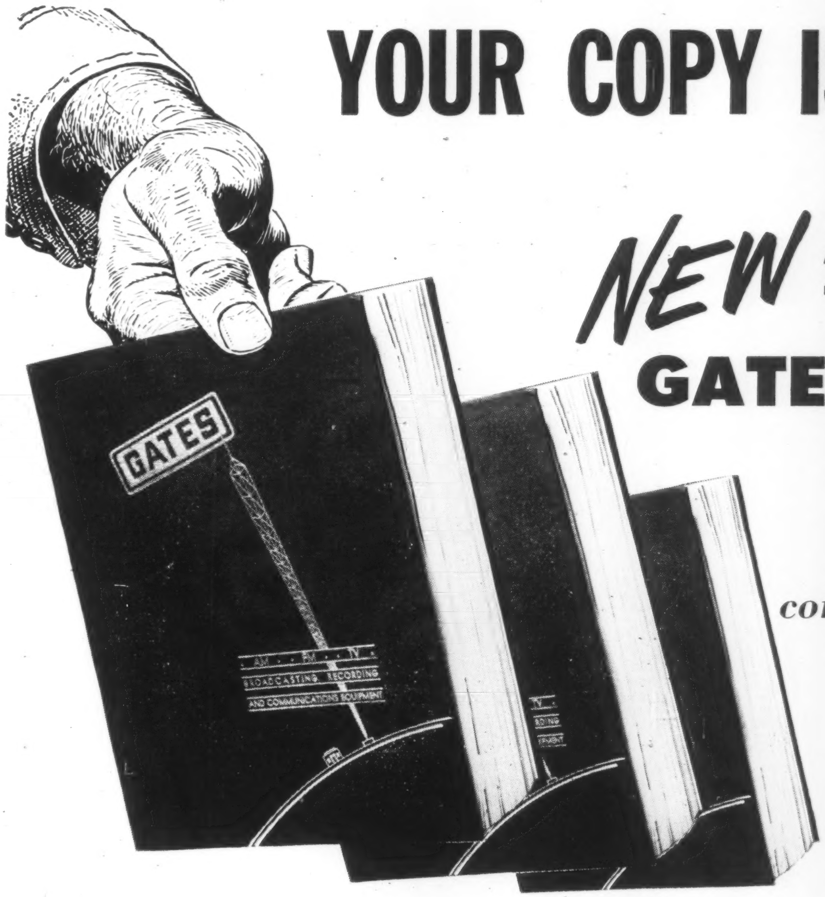
Alexander Film Co., Colorado Springs, Colo., is announcing release of a new package series of television film commercials especially de-

YOUR COPY IS READY!



NEW 250 Page GATES Catalog

... is finest, most complete ever offered to the industry!

Yes, the new big GATES 250 page catalog of radio transmitters, speech input equipment, tape recorders, antenna towers, remote apparatus and hundreds of complete items as well as materials for the radio or TV station is now off the press! It also contains a wealth of informative, handy reference material that no radio station should be without. Over two truck loads of 80 pound enamel paper have gone into what we believe is the finest and most complete catalog ever offered to the specialized industry of radio broadcasting, communications and industrial electronics.

No doubt you are on our mailing list, but we want to be sure. Will you take just a moment and fill out the coupon? Tear it off and mail to:

Richard Eickmeyer, GATES RADIO COMPANY
Box 290, Quincy, Illinois

He'll do the rest. And of course, if you are not already on the mailing list, you'll be on. No charge of course.

GATES RADIO COMPANY
Gentlemen:
Please check your mailing list to be sure I will receive the new GATES 250-page catalog.

Name____________________

Company____________________

Address____________________

City________________State__________

B

GATES
RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.
Manufacturing Engineers Since 1922

BRANCH OFFICES
- 2700 Polk Avenue, Houston, Texas
- Warner Building, Washington, D. C.
- 51 East 42nd Street, New York City
- *International Div.*, 13 E. 40th St., New York City
- Canadian Marconi Co., Montreal, Quebec

signed for banks. Principal bank services are included in thirteen 20-second and four 60-second films, with sponsors getting exclusive, unlimited use of the package commercials in markets of their choice for a six-month period. Cost of the complete 17-film series starts at $25 per week and up, depending on the size of the TV market.

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Harry S. Goodman Productions, New York, has released a new series of radio sports programs titled *Champs on Parade*. The series centers around interviews of sports personalities conducted by sports writer Joe Gooter.

Distribution

Harry S. Goodman Productions, New York, has been appointed exclusive distributor of *Jump Jump of Holiday House,* a series of 65 quarter-hour films for television.

Production

King Bros. Productions Inc., Hollywood independent motion picture producer, currently shooting the feature "Carnival," will start production on 50 half-hour adventure TV films in October. Series will be based on *Sage Magazine* spy stories. **George Bagnall & Assoc.,** Beverly Hills, will distribute.

•

Lion Productions, new Hollywood company, has been formed by **Desi Arnaz** and **Lucille Ball** primarily to produce theatrical motion pictures, but also will do TV filming. Desilu Productions Inc., headed by Mr. Arnaz and Miss Ball, will continue to produce CBS-TV's *I Love Lucy* and other TV film shows now under contract.

•

Gateway Production, Hollywood, headed by **Alvin Gordon,** novelist and documentary film producer, will finance and produce a new 15-minute TV film series, *Stories You Never Can Forget,* packaged by talent agent **Dick Irving Hyland.** Besides directing, **Irving Pichel,** motion picture actor-writer-director, will star in the series.

•

Leo A. Handel Productions, Hollywood, is editing for fall distribution a new 13 quarter-hour TV film series, *The Magic of the Atom,* which in story form concentrates mainly on peacetime use of atomic energy.

Random Shots

United Television Programs, to obtain children's reaction to its new science fiction series, *Rocky Jones: Space Ranger,* will screen the series during the coming summer weekends at the Evans Hotel in the Catskill Mountains. A UTP spokesman said that "reaction cards" will be distributed to the youngsters and their comments will be used as a selling tool if they "turn out to be as enthusiastic as expected."

UTP plans a similar experiment among adult guests at the hotel for its new *Enchanted Music* series and for a new 15-minute comedy series starring **Henry Morgan,** which now is in production.

•

Sportsvision Inc. and **Consolidated Television Sales** have announced plans for *Play Golf With the Champions,* a new series of 15-minute weekly television filmed programs to feature outstanding golf professionals.

Stuart Reynolds, president of Reynolds Production, Beverly Hills, Calif., has acquired TV film rights to a half-hour series, *Background to Disaster,* written by **Horace Black Jr.** Stories deal with political and emotional forces which aggravated the Civil War.

Film People

Francis D. Smith, formerly with RKO Radio Pictures and subsequently New York representative for Pitney-Bowes Inc., has joined **Tele-Pictures Inc.,** New York. Mr. Smith will assist **Joseph P. Smith,** vice president and general sales manager, and will contact stations and agencies in the eastern division.

•

Al Levine, United Television Programs salesman, joins **Consolidated Television Sales,** Chicago, as an account executive covering Illinois, Missouri, Iowa and Nebraska.

•

Charles E. Morin, commercial manager for KPOA Honolulu and previously sales manager of the Columbia Pacific Network, to **Consolidated Television Sales,** as Pacific Coast account executive.

•

Carl Ritchie, TV actor and producer, has been signed by **D & R Productions,** Astoria, Long Island, to produce and star in a new series of 15-minute filmed TV shows titled *Norbert.*

•

J. H. Lenauer, producer-director for RKO Pathe and Louise de Rochemont Productions, joins **Screen Gems Inc.,** New York, TV subsidiary of Columbia Pictures Corp., as producer-director.

•

Arthur Hoff, associate story editor with Columbia Pictures, Hollywood, joins **Jack Chertok Productions,** Hollywood, as story editor on CBS-TV's *Private Secretary* film series.

•

Joe Cheney, associate producer and story editor with Columbia Pictures, joins **Stanley Murphy Productions,** Hollywood, in same capacities. His first assignment is to develop properties for *Musical Magic,* a half-hour TV film series to star **Mimi Benzel.** In preparation is the television version of *Dixie Dugan,* based on the syndicated cartoon strip.

Edward Scofield, Hollywood publicist, also has joined Stanley Murphy Productions.

•

Matthew Rapf, M-G-M producer, signed to long term contract by **Lewislor Enterprises Inc.,** Hollywood, as producer on TV film series, *Letter to Loretta,* starting on NBC-TV in September for **Procter & Gamble Co.**

•

Edmund Beloin, producer on NBC-TV's *My Hero* film series, is en route to South America to gather material for new *Pleasure Island* film series, scheduled by the network for fall production.

•

Herman Rush, assistant to president of Official Films, New York, father of son, Eugene, born June 18 in Philadelphia.

Seek Filmed TV Outlets For Ad Council Messages

THE Advertising Council, which has long had excellent cooperation in presentation of its public service messages from sponsors of live TV programs, is now soliciting similar support from advertisers using video filmed shows, following a successful four-month test by Procter & Gamble Co. with its three filmed network TV programs.

William R. Baker Jr., chairman of the board of Benton & Bowles, chairman of the Council's Radio & TV Committee, told a news luncheon in New York that since the first of the year P&G TV film shows have carried special messages on behalf of the National Blood Program, U. S. Defense Bonds, and Religion in American Life campaigns on *Red Skelton Show, Fireside Theatre,* and *The Doctor.*

The Council supplied P&G with 20-second film spots which were edited into the program films for specific dates, Mr. Baker said, the spots chosen being appropriate for use at any time of year. If the programs are released for second showing, the spots can be left in or deleted.

Council is now offering free 20-second film spots to other TV advertisers on six continuing public service campaigns, as well as TV flip cards, balops and slides, which can be inserted in film programs if preferred. Material for each campaign is prepared by a volunteer agency, as follows: National Blood Program, Cunningham & Walsh; Savings Bonds, G. M. Baseford Co.; Ground Observer Corps, Ruthrauff & Ryan; Religion in American Life, J. Walter Thompson Co., Stop Accidents, Young & Rubicam; Better Schools, Benton & Bowles.

ACLU Attacks Codes Of Radio, TV, Films

CODES in the radio, television and motion picture industries were termed restrictions upon "freedom of expression" in a statement released Wednesday by the American Civil Liberties Union.

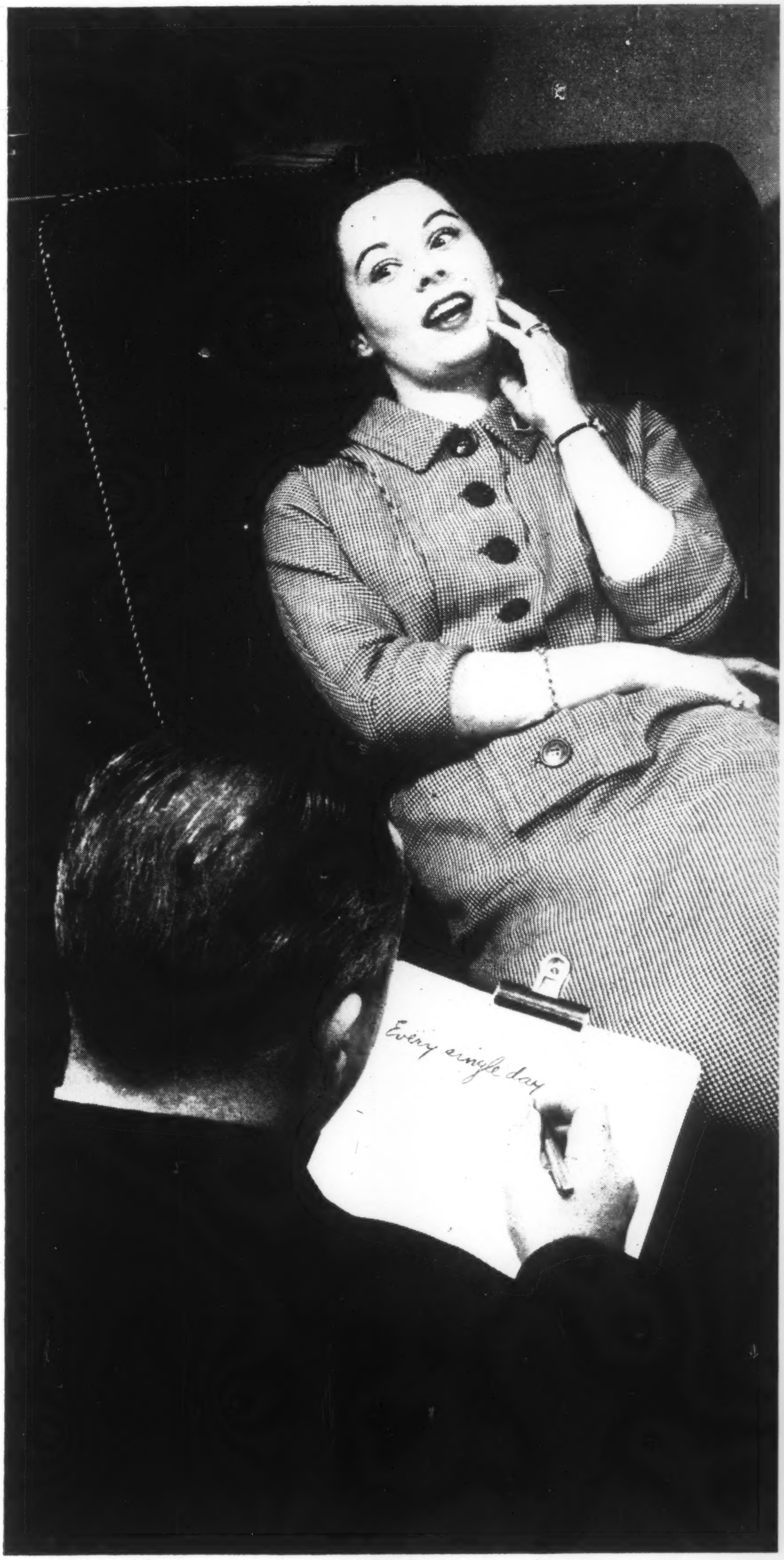
ACLU reaffirmed its opposition to codes to support the position of Otto Preminger, who, according to ACLU, refused to revise his film, "The Moon Is Blue," to meet the objections of the movie industry's Production Code Administration. ACLU added:

"In the radio and television field, a code is even more vulnerable from a civil liberties standpoint because the subscribers to a code are operating their business on a franchise obtained from the public domain."

ABC-TV Shows 'Danny Thomas'

PILOT film of the new *Danny Thomas Show,* scheduled for fall on ABC-TV, was shown to newsmen Tuesday at ABC-TV's New York studios.

Robert M. Weitman, vice president in charge of programming and talent, said the half-hour program probably will be scheduled on a weekday between 9-10 p.m. He said the network is discussing sponsorship with two advertisers. He estimated production cost of the pilot film at "less than $40,000."



PITTSBURGH WOMEN TELL ALL

about radio-listening habits; KDKA is station named most

Guide-Post Continuing Consumer Panel recently posed a question to a scientific sample of women in Allegheny County: "What stations did you listen to last week?"

In the replies, tabulated from unsigned mail questionnaires, KDKA won most mentions. This was expected. But of even greater interest to advertisers is the consistency with which KDKA led in replies from all economic groups—

Family Income	No. of respondents	Percent naming				
		KDKA	Station B	Station C	Station D	Station E
$5000 and over	601	63%	48%	43%	23%	34%
$3500 5000	558	58	49	43	29	32
$2500 3500	335	57	50	43	29	32
Under $2500	256	57	48	39	29	22
All families surveyed	1750	59%	49%	42%	27%	31%

For **consistent** top coverage like this in the Pittsburgh area, there's no substitute for KDKA! Get up-to-the-minute availabilities from KDKA or Free & Peters.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for WBZ-TV and WPTZ; for the television stations, NBC Spot Sales

CBS, NBC BATTLE TO DRAW IN MAY NETWORK TIME SALES TOTALS

Publishers Information Bureau listings show CBS in first place in AM billings, NBC leading the television column. All radio-TV network billings gross $32,341,453 for month.

HONORS were even in May between NBC and CBS in their battle for top position in network time sales, according to Publishers Information Bureau's tabulations for May 1953. CBS was first among radio networks, with gross billings of $5,304,211 for month; NBC headed TV network list, with May gross of $8,026,635. CBS also topped radio network roster for five-month period, January through May, and NBC was similarly in first place among TV networks for first five months of 1953.

Overall, May gross time sales of four nationwide radio and four TV networks combined to total $32,341,453, a gain of 12.8% over May 1952 gross of $28,675,061. Radio network gross barely exceeded that of years before, with May 1953 plus amounting to only 0.3%. TV network gross for this May was up 24.6% from May a year ago.

For January-May period, combined radio and TV network gross time sales totaled $156,882,805, a gain of 7.5% over the like period of 1952 gross of $145,925,478. Network radio, for five-month period, was down 1.7% in time sales this year as compared to last, but network television was up 16.1%.

Network-by-network gross time sales, as reported by PIB, follow:

NETWORK RADIO

	May 1953	May 1952	Jan.-May 1953	Jan.-May 1952
ABC	$ 2,593,923	$ 3,323,092	$13,242,116	$16,402,402
CBS	5,304,211	4,963,794	26,009,035	25,011,175
MBS	1,974,327	1,821,571	9,347,594	8,629,703
NBC	4,141,070	3,861,882	20,753,318	20,475,920
TOTAL	$14,013,531	$13,970,339	$69,352,063	$70,519,200

NETWORK TELEVISION

	May 1953	May 1952	Jan.-May 1953	Jan.-May 1952
ABC	$ 1,813,985	$ 1,504,043	$ 8,268,952	$ 9,437,783
CBS	7,622,432	5,602,634	36,806,449	27,065,274
DuMont	864,870	775,063	4,584,218	3,740,274
NBC	8,026,635	6,822,982	37,871,123	35,162,947
TOTAL	$18,327,922	$14,704,722	$87,530,742	$75,406,278

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
January	$ 2,674,622	$ 5,156,404	$ 1,786,134	$ 4,260,555	$13,877,715
February	2,538,663	4,670,089	1,638,075	3,813,602	12,660,429
March	2,797,544	5,526,360*	1,974,699	4,342,082	14,640,685*
April	2,637,364	5,351,971*	1,974,359	4,196,009	14,159,703*
May	2,593,923	5,304,211	1,974,327	4,141,070	14,013,531
TOTAL	$13,242,116	$26,009,035	$ 9,347,594	$20,753,318	$69,352,063

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
January	$ 1,604,892	$ 7,052,395	$ 982,794	$ 7,558,448	$17,198,529
February	1,481,032	6,621,629	862,299	6,820,529	15,785,489
March	1,728,446	7,739,812	1,054,857	7,938,751	18,461,866
April	1,640,597	7,770,181	819,398	7,526,760	17,756,936
May	1,813,985	7,622,432	864,870	8,026,635	18,327,922
TOTAL	$ 8,268,952	$36,806,449	$ 4,584,218	$37,871,123	$87,530,742

* Revised 6/23/53

U. S. Shows Take 8 Places Of Canada Top 10 AM List

EIGHT of the 10 leading evening radio network programs in Canada were of American origination during May, according to the national ratings report of Elliott-Hayes Ltd., Toronto. Leading were *Edgar Bergen Show* with rating of 25.1 followed by *Amos 'n' Andy* 24.6, *Radio Theatre* 23, *Our Miss Brooks* 21.7, *Great Gildersleeve* 16.7, *Ford Theatre* (Canadian) 14.8, *Share the Wealth* (Canadian) 14.7, *The Tylers* 14.6, *Suspense* 14.5, and *Twenty Questions* 13.9.

Daytime leading five network programs were *Ma Perkins* 14.4, *Pepper Young's Family* 14.2, *Aunt Lucy* 14, *Right to Happiness* 13.9, and *Road of Life* 12.9.

Leading French-Language network evening programs were *Un Homme et Son Peche* 38.3, *Radio Carabin* 32.1, *Metropole* 24.2, *Banco Banco* 21.8 and *Tambour Battant* 20. Five leading French-language daytime network shows in May were *Jeunesse Doree* 29.4, *Rue Principale* 28.2, *Francine Louvain* 27.1, *Les Joyeux Troubadours* 26.8, and *Vies de Femmes* 25.9.

Nielsen Adds 30 Subscribers

THIRTY new subscribers—26 radio stations a TV outlet and three advertising agencies—have applied for Nielsen Coverage Service in the past 60 days, A. C. Nielsen, president of the market research firm, announced June 19.

Three agencies are Kudner Inc., New York; Ward Wheelock, Philadelphia, and Dan B. Miner Co., Los Angeles. Of the 27 stations, 22 have already ordered NCS report #2, Mr. Nielsen said.

Analysis on Negro Market

WANN Annapolis, Md., reports it has published a booklet containing an analysis of the Negro market in the Baltimore-Washington-Maryland Eastern Shore area that is of special interest to timebuyers and account men "merchandising" to the Negro market. Report is available free and can be obtained by contacting WANN, P. O. Box 749, Annapolis, Md.

NEW NRI ADDS MORE MULTI-SET HOMES

The four radio networks have approved the revised Nielsen Radio Index service which, using the new "Multiple-Receiver Metering," will measure a larger proportion of multiple-set homes, says President A. C. Nielsen.

A REVISED Nielsen Radio Index service taking into account a larger proportion of multiple radio homes will be launched shortly by A. C. Nielsen Co., the market research firm, with the blessings of the four major radio networks.

A. C. Nielsen, president, announced the plan last Monday, saying that it is an effort to measure the full dimensions of the radio audience "to reflect changing conditions of set ownership and usage." He described it as a "'first' in the history of broadcasting," and a move to evaluate "the full effect of listening on secondary receivers."

Mr. Nielsen also revealed a new engineering development, "Multiple - Receiver Metering" (MRM), which he says will permit a single Audimeter to measure activity of as many as four radio-TV receivers simultaneously. The device, which will form the core of the expanded index service, records data in code on a single strip of film.

It was understood the revised service will go into effect in July. The plan also has the backing of a substantial number of advertising agencies and advertisers, he said.

One feature of the new NRI is that it will report network radio listening four weeks each month, the same as televiewing, instead of the present two. It will include homes with two or more sets, complying with data in the recent Nielsen Coverage Service (NCS) study of U. S. multiple-set ownership.

This measurement took into account the amount of listening (not programs) on home, automobile and other type receivers.

Discussions with the major networks were held in the past two months, the upshot being negotiation of new long-term agreements for the improved service. The plan was described as a revision of service, taking note of the changing conditions in the radio industry.

Dr. H. K. Knapp, A. Shepard To Head IRMM Divisions

Dr. H. K. KNAPP, formerly of the market research division of Charles L. Rumrill & Co., Rochester, N. Y., last week was appointed psychological assistant to Dr. Ernest Dichter, president of the Institute for Research in Mass Motivations, Montrose, N. J.

Albert Shepard, assistant to the president of International Foodcraft Corp., at the same time was named administrative assistant to Dr. Dichter.

Dr. Knapp, who studied for her Ph. D. at the U. of Colorado, will administer an expanded division of projective testing and psychological experimentation dealing with consumer motivations. Mr. Shepard will develop a new division of business information, which will provide Dr. Dichter with significant trade and sales findings based on depth interviews with retailers and field observations at the point of sale.

The TIME of Your Life—

on the

New WJAS AM & FM

MONEY
THE ~~SUNNY~~ SIDE OF THE DIAL

IN THE MORNING . . .

With "The Bill Brant Show". The Tri-state area's popular award-winning Radio-TV personality calls the tunes and the times . . . and sells as he goes. The friendliest voice ever with the early morning show all Pittsburgh has been waiting for. Wake up to the biggest radio buy in the Pittsburgh market.

IN THE AFTERNOON . . .

The man who will capture the afternoon market for your product. BARRY KAYE . . . the sensational young DJ who has captured thousands upon thousands of listeners across the nation. QUICK names him among the top twelve DJ's in the land. All Pittsburgh is listening to "The Barry Kaye Show".

ALL DAY . . .

The latest local and world news coverage EVERY 30 MINUTES under the direction of one of the nation's veteran radio newscasters, HERB MORRISON . . . 22 years covering the nation's top news stories, including the dramatic on-the-spot report of the Hindenburg disaster.

Serving the GREATER PITTSBURGH Metropolitan Area...

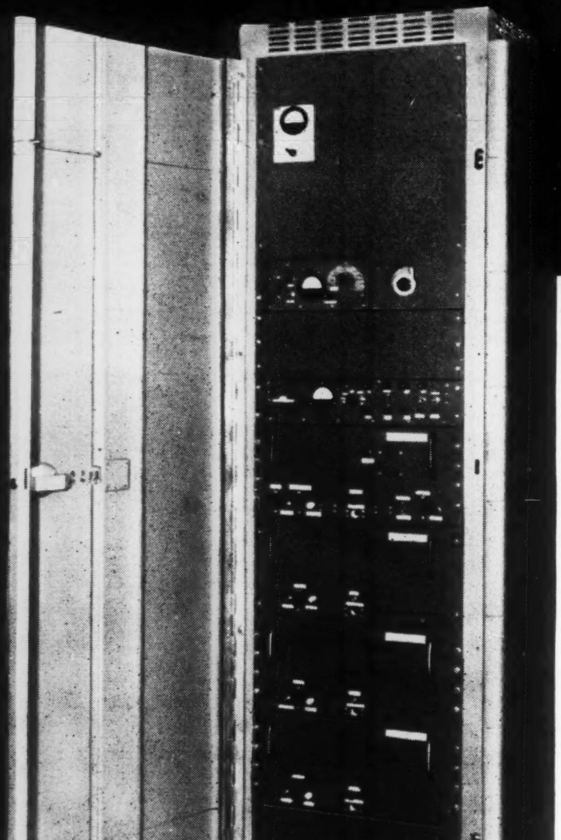
5000 Watts

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

XUM

PHILCO

PRESENTS



Philco TV Relay Transmitter Equipment.

PICTURE, SOUND, ORDER WIRE, REMOTE CONTROL—ALL ON YOUR OWN TV MICROWAVE LINK

TV Broadcasters! Now you can have your own Philco Microwave Relay to link your remote transmitter to a studio or distant pickup point. Over a single microwave path, you can transmit program picture and sound, order wire and cueing circuits—even remote control signals, if you desire. With Philco Microwave you will enjoy the same reliability and high fidelity transmission characteristics of microwave network installations. Here is better program quality at minimum cost. Investigate Philco high quality TV Microwave Relay Equipment.

CHECK THESE PHILCO FEATURES:

- Full-fidelity Five Megacycle Video Bandwidth.
- High Gain, Interference-free 6000-7000 MC Band.
- Long Distance, Multi-hop Relaying.
- "Power House" Klystron . . . Full Watt Output . . . Life Expectancy 10,000+ Hours.
- Excellent Frequency Stability.
- Built-in Metering and Test Jacks for All Major Circuits.

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PHILCO CORPORATION GO

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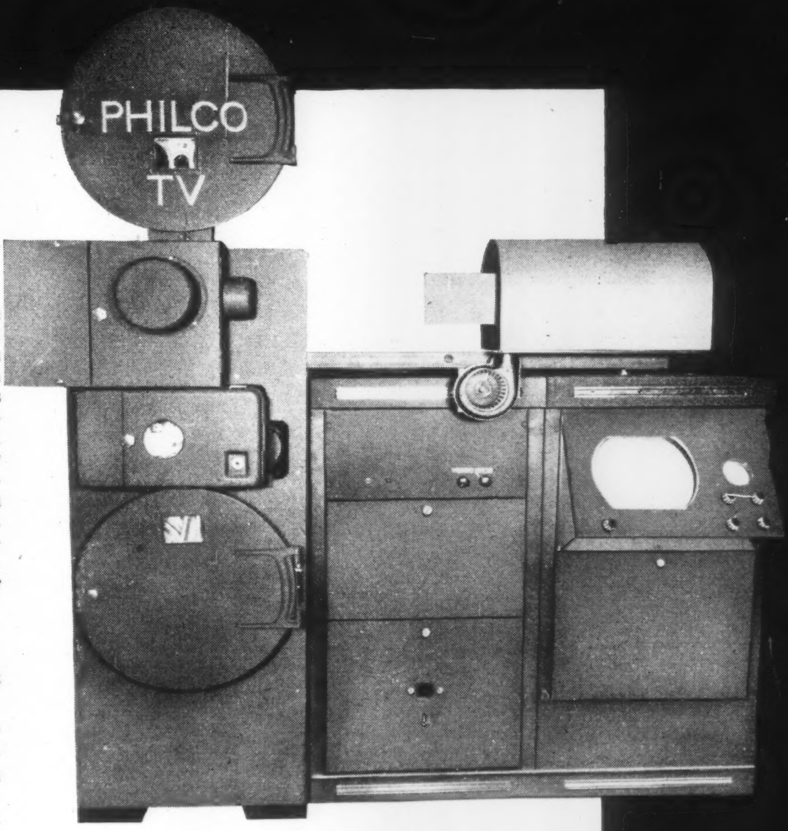
Two Sensational Developments for TV BROADCASTING

A REVOLUTIONARY NEW FILM PROGRAMMING SYSTEM

This new Philco TV Film Scanner will put realism and life into your film programs . . . It will build audience acceptance surpassing anything you have ever experienced with conventional film projection systems. Developed by Philco, this unique Film Scanner is a complete, yet inexpensive program source for both film and slides. It is quiet, compact and easy-to-operate. New design principles employing continuous film motion and flying-spot scanning techniques result in superb film reproduction and greatest reliability. Film motion is continuous and smooth . . . resulting in greater film life and utmost dependability. Moreover, this Philco Film Scanner *is adaptable to any color system or any TV standard.*

CHECK THESE PHILCO FEATURES:

- Operates at any Film Speed . . . Can Project Stationary Frames.
- Cold Illumination Source—No Film Burning.
- Smooth Film Movement . . . Reduces Film Wear.
- Distortionless Optical Compensation for Film Shrinkage.
- Automatic Film Registration and Extreme Picture Steadiness.
- Shading Adjustments Eliminated by Flying-Spot Scanner.



Philco 35 mm Film Scanner.

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

XUM

Once upon "A" time...

Cast of Characters:

Ernie Lee, Dayton's favorite entertainer–

and

Rogers & Company, only jeweler and only retailer in this area to sponsor a 15-minute, 5-nites-a-week, 52-weeks-a-year show—

and

there was a foxy jewelry store manager who got to be a success because he always figured all the angles. One day, he got all his angles figured and decided that the right way to sell jewelry was to buy the right TV show with the right audience (WHIO-TV's, naturally). He bought hard when he bought—harder than *any* retailer in the area had *ever* bought: 15-minutes' worth of popular Ernie Lee—5 nites a week—a firm 52-week contract—*and on Class Double "A" time!* No "testing" first. And no other media, either. Sounds like a fairy tale?

Does . . . but isn't. It looks like the jeweler (Rogers & Company), Ernie Lee and WHIO-TV are going to live happily ever after. Brand name watches, rings and silverware are going over big because Ernie Lee's big audience *is* the right audience for Rogers. Special promotions get amazing reception. Rogers' foxy manager is all smiles. Moral?

WHIO-TV offers more than best coverage—more than best audience. *Type* of audience counts, too. We've got *all* types. We fit the program to the product to the audience. George P. Hollingbery representatives tell you how.

Channel 7 • Dayton, Ohio

whio TV AM FM

TELESTATUS®

Weekly TV Set Summary—June 29, 1953—TELECASTING SURVEY

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	Sets in Station Area uhf
	ALABAMA		
Birmingham	WAFM-TV, WBRC-TV	161,000	....
Mobile	WALA-TV	24,000	....
	WKAB-TV	....	23,000
Montgomery	WCOV-TV	....	8,600
	ARIZONA		
Phoenix	KPHO-TV, KTYL-TV	67,400	....
Tucson	KOPO-TV	....	....
	ARKANSAS		
Little Rock	KRTV	....	30,000
	CALIFORNIA		
Fresno	KMJ-TV	....	....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,595,877	....
San Diego	KFMB-TV	182,300	....
San Francisco	KGO-TV, KPIX, KRON-TV	654,085	....
San Luis Obispo	KVEC-TV	....	....
	COLORADO		
Colorado Springs	KKTV	22,070	....
Denver	KBTV, KFEL-TV	150,362	....
Pueblo	KDZA-TV	20,000	....
	CONNECTICUT		
Bridgeport	WICC-TV	....	11,031
New Britain	WKNB-TV	....	68,674
New Haven	WNHC-TV	354,000	....
	DELAWARE		
Wilmington	WDEL-TV	139,168	....
	DISTRICT OF COLUMBIA		
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	....
	FLORIDA		
Ft. Lauderdale	WFTL-TV	....	....
Jacksonville	WMBR-TV	118,000	....
Miami	WTVJ	181,000	....
St. Petersburg	WSUN-TV	....	....
	GEORGIA		
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	....
Rome	WROM-TV	75,500	....
	HAWAII		
Honolulu	KGMB-TV, KONA	21,500	....
	ILLINOIS		
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,415,695	....
Peoria	WEEK-TV	....	41,125
Rockford	WTVO	....	21,452
Rock Island	WHBF-TV	203,000	....
	INDIANA		
Bloomington	WTTV	230,000	....
Indianapolis	WFMB-TV	355,000	....
Lafayette	WFAM-TV	....	....
Muncie	WLBC-TV	....	....
South Bend	WSBT-TV	....	37,794
	IOWA		
Ames	WOI-TV	131,964	....
Davenport	WOC-TV	203,000	....
Sioux City	KVTV	47,208	....
	KENTUCKY		
Louisville	WAVE-TV	273,474	....
	WHAS-TV	205,544	....
	LOUISIANA		
Baton Rouge	WAFB-TV	....	18,000
New Orleans	WDSU-TV	192,697	....
	MAINE		
Bangor	WABI-TV	18,685	....
	MARYLAND		
Baltimore	WAAM, WBAL-TV, WMAR-TV	482,464	....
	MASSACHUSETTS		
Boston	WBZ-TV, WNAC-TV	1,061,272	....
Holyoke	WHYN-TV	....	40,000
Springfield	WWLP	....	....
	MEXICO		
Matamoros (Brownsville, Tex.)	XELD-TV	27,300	....
Tijuana (San Diego, Calif.)	XETV	208,175	....
	MICHIGAN		
Ann Arbor	WPAG-TV	....	8,000
Battle Creek	WBKZ-TV	....	38,776
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	....
Grand Rapids	WOOD-TV	248,618	....
Kalamazoo	WKZO-TV	299,500	....
Lansing	WJIM-TV	180,321	....
Saginaw	WKNX-TV	....	30,060
	MINNESOTA		
Duluth	WFTV	....	21,235
Minneapolis	WCCO-TV	371,000	....
St. Paul	KSTP-TV	371,000	....
Rochester	KROC-TV	....	....
	MISSISSIPPI		
Jackson	WJTV	....	19,206
	MISSOURI		
Kansas City	WDAF-TV	298,633	....
	KCTY	....	....
St. Louis	KSD-TV	502,000	....
Springfield	KTTS-TV	21,991	....
	NEBRASKA		
Lincoln	KFOR-TV, KOLN-TV	57,478	....
Omaha	KMTV, WOW-TV	187,342	....
	NEW JERSEY		
Atlantic City	WFPG-TV	....	12,510
Newark	WATV	3,520,000	....
	NEW MEXICO		
Albuquerque	KOB-TV	27,134	....
Roswell	KSWS-TV	....	....
	NEW YORK		
Binghamton	WNBF-TV	104,300	....
Buffalo	WBEN-TV	353,759	....
Elmira	WTVE	....	6,000
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,520,000	....
Rochester	WHAM-TV	184,000	....
Schenectady	WRGB	271,500	....
Syracuse	WHEN, WSYR-TV	220,041	....
Utica	WKTV	93,000	....
	NORTH CAROLINA		
Charlotte	WBTV	330,122	....
Greensboro	WFMY-TV	172,374	....
	NORTH DAKOTA		
Fargo	WDAY-TV	....	....
Minot	KCJB-TV	5,926	....
	OHIO		
Cincinnati	WCPO-TV, WKRC-TV, WLWT	413,000	....
Cleveland	WEWS, WNBK, WXEL	768,249	....
Columbus	WBNS-TV, WLWC, WTVN	306,950	....
Dayton	WHIO-TV, WLWD	278,000	....
Lima	WLOK-TV	....	10,097
Toledo	WSPD-TV	226,000	....
Youngstown	WFMJ-TV, WKBN-TV	....	40,000
Zanesville	WHIZ-TV	....	6,000
	OKLAHOMA		
Lawton	KSWO-TV	29,361	....
Okla. City	WKY-TV	216,314	....
Tulsa	KOTV	145,600	....
	OREGON		
Portland	KPTV	....	99,814
	PENNSYLVANIA		
Altoona	WFBG-TV	181,500	....
Bethlehem	WLEV-TV	....	....
Erie	WICU	185,000	....
Harrisburg	WHP-TV	....	35,000
Johnstown	WJAC-TV	666,881	....
Lancaster	WGAL-TV	224,961	....
New Castle	WKST-TV	....	35,573
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,258,062	....
Pittsburgh	WDTV	641,000	....
Reading	WEEU-TV	....	....
	WHUM-TV	....	84,748
Scranton	WGBI-TV	....	45,000
Wilkes-Barre	WBRE-TV	....	86,481
York	WSBA-TV	....	54,676
	RHODE ISLAND		
Providence	WJAR-TV	1,043,320	....
	SOUTH CAROLINA		
Columbia	WCOS-TV	....	20,300
	SOUTH DAKOTA		
Sioux Falls	KELO-TV	31,000	....

Station
KRLD-TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
272,000
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

XUM

WTOC

can't do a job in . . .

Macon, Ga., but

IT'S

FIRST

IN

SAVANNAH
GEORGIA'S SECOND
CITY!

WTOC doesn't claim any audience in Macon, Ga. Macon stations have that market cornered. But in Savannah, and Metropolitan Savannah (Chatham Co.) where no outside radio station can do a thorough coverage job, WTOC delivers more listeners than anyone else.

----- Top weekly family audience, day and night, according to 1952 Standard Audit and Measurement Services report.

----- More than twice as many quarter-hour firsts as all other Savannah radio stations combined, according to December, 1952 Pulse*

WTOC

SAVANNAH

GEORGIA'S SECOND CITY
5000 WATTS 1290 KC CBS RADIO
MEMBER OF THE GEORGIA TRIO

Represented by THE KATZ AGENCY INC.
*Report covers hours between 6 AM and 6 PM.

TENNESSEE

City	Outlets on Air	Sets in Station Area vhf	uhf
Memphis	WMCT	209,756	....
Nashville	WSM-TV	117,450	....

TEXAS

City	Outlets on Air	Sets in Station Area vhf	uhf
Amarillo	KFDA-TV, KGNC-TV	26,077	....
Austin	KTBC-TV	36,936	....
Dallas	KRLD-TV, WFAA-TV	272,000	....
El Paso	KROD-TV, KTSM-TV	25,021	....
Ft. Worth	WBAP-TV	252,814	....
Galveston	KGUL-TV	235,000	....
Houston	KPRC-TV, KUHT*	256,000	....
Lubbock	KCBD-TV, KDUB-TV	28,760	....
San Antonio	KEYL, WOAI-TV	146,581	....
Wichita Falls	KFDX-TV, KWFT-TV	33,000	....

UTAH

City	Outlets on Air	Sets in Station Area vhf	uhf
Salt Lake City	KDYL-TV	127,200	....
	KSL-TV	116,000	....

VIRGINIA

City	Outlets on Air	Sets in Station Area vhf	uhf
Lynchburg	WLVA-TV	66,184	....
Norfolk	WTAR-TV	173,729	....
Richmond	WTVR	169,617	....
Roanoke	WROV-TV	....	9,026
	WSLS-TV	87,000	....

WASHINGTON

City	Outlets on Air	Sets in Station Area vhf	uhf
Bellingham	KVOS-TV	24,000	....
Seattle	KING-TV	266,900	....
Spokane	KHQ-TV, KXLY-TV	32,549	....
Tacoma	KTNT-TV	266,900	....

WISCONSIN

City	Outlets on Air	Sets in Station Area vhf	uhf
Green Bay	WBAY-TV	43,999	....
Milwaukee	WTMJ-TV	437,696	....

WEST VIRGINIA

City	Outlets on Air	Sets in Station Area vhf	uhf
Huntington	WSAZ-TV	200,432	....

Total Stations on Air 190* Total Cities with Stations on Air 133* Total Sets in Use 24,292,136

* Includes XELD-TV Matamores and XETV Tijuana, Mexico, and educational station KUHT Houston.

RADIO, TV GET THREE-CENT SHARE OF DEPARTMENT STORE AD DOLLAR

Broadcast media repeat their 1951 percentage of the publicity money, while newspapers gain four cents to corner 61 cents of each dollar.

RADIO and television got three cents of the department stores' publicity expense dollar in 1952, the same share as in 1951, according to a breakdown of the publicity expenditures of stores grossing over $1 million a year included in the 1953 edition of "Merchandising and Operating Results of Departmentized Stores," published by the Controllers' Congress of National Retail Dry Goods Assn.

In contrast to the small part of the department stores' overall expenditures for advertising and display devoted to radio and TV, newspapers in 1952 received 61 cents of the stores' publicity dollar, four cents more than in 1951. Other items in the 1952 breakdown include 14 cents for display, including payroll; nine cents for the sales promotion payroll, excluding display; four cents for direct mail; seven cents for other media and three cents for supplies and miscellaneous expenses.

Stores in the $1-2 million class are the heaviest users of radio and TV, the NRDGA figures show. This group last year allotted 6% of its publicity money to broadcast media, compared to 3% for the $2-5 million group, 4% for the $5-10 million group, 2% for the $10-20 million and $20-50 million groups and 1% for stores grossing more than $50 million a year. Specialty stores with annual sales of more than $1 million spent 2% of their publicity funds on radio and TV.

Total publicity expenditures of the stores averaged 4.26% of their gross sales in 1952. Figure was 4.05% for stores in the $1-2 million class, 4.36% for $2-5 million, 4.20% for $5-10 million, 4.42% for $10-20 million, 4.23% for $20-50 million, 3.90% for the over $50 million class and 5.43% for specialty stores with annual sales of over $1 million.

Amount of time used by the various sized stores in analyzed by NRDGA in the table below.

* * *

	DEPARTMENT STORES WITH ANNUAL SALES OF						Specialty Stores with Annual Sales
	$1-2 Million	$2-5 Million	$5-10 Million	$10-20 Million	$20-50 Million	Over $50 Million	Over $1 Million
NUMBER OF REPORTING STORES...	13	39	35	40	28	10	22
Per cent of stores reporting use of radio	62	49	54	45	39	50	36
Radio hours used per week:							
Average	1:03	2:09	2:12	3:12	3:11	5:29	1:11
Median	1:23	1:30	1:30	1:63	3:00	6:00	0:50
Lowest	0:30	0:10	0:12	0:01	0:30	2:45	0:25
Highest	1:42	7:30	7:00	11:00	10:54	8:00	1:30
Per cent of stores reporting use of television	0	0	14	18	21	40	14
Television hours used per week:							
Average	*	*	0:40	0:48	1:13	0:36	3:05
Median	*	*	0:30	0:30	0:38	*	*
Lowest	*	*	0:10	0:05	0:15	0:05	0:15
Highest	*	*	1:15	1:15	2:30	1:15	8:00

*Data inadequate or unreported.

Radio, TV Networks Keep Most Sponsors for Summer

LARGE majority of both radio and television sponsors are retaining all or part of their network time during the summer months, according to the new edition of the FACT*uary* published last week by Executives Radio-TV Service, Larchmont, N. Y.

In radio, only 17 of 127 network advertisers are taking a complete summer hiatus, the study showed. A total of 25 programs are vacationing, with six sponsored replacements scheduled. Sponsored programs throughout the summer total 167.

In television the FACT*uary* reported that all but 23 of 139 sponsors will remain on the air. A total of 39 regularly scheduled shows will leave for the summer, but of this number 16 have sponsored replacements. Sponsored TV programs remaining on the air total 121, plus 16 scheduled as replacements.

A breakdown of program types shows that dramatic fare still heads the list on both network radio and television. TV dramas total 44 and radio dramas, 33.

POWER

POWER

POWER

NOW 250,000 WATTS!
SOON 316,000

Power Counts! For full coverage of the Queen City trading area "people in the know" use Cincinnati's Most Powerful Television Station. Yes, WKRC-TV is your best buy!

Top Ratings because of CBS and Local Programming.

Radio Cincinnati now owns and operates WTVN, Columbus, Ohio.

Kenneth W. Church
Vice President and National
Sales Manager Radio Cincinnati

WKRC-TV
Channel 12

Ask us about the
CDC Tri-State Network

CBS TELEVISION NETWORK—REPRESENTED BY THE KATZ AGENCY

5 MILLION MORE RADIO SETS REPORTED BY NETWORKS

Comparison of '52-'53 figures shows 105 against 110 million, with new radio homes rising by four million. Estimated totals are termed "conservative."

INCREASE in the number of radio sets in working order in the U. S. from 105,300,000 on Jan. 1, 1952, to 110 million on Jan. 1, 1953, was reported in an estimate released Thursday by a joint committee of the research departments of ABC, CBS, MBS, and NBC.

New radio households were said to account for 2 million of the virtually 5 million increase, with the total of new radio homes rising from 42,800,000 to 44,800,000 during the year.

A breakdown of the 110 million set total was reported as follows:

Total radio homes	44,800,000
Extra sets in homes	30,000,000
Total home sets	74,800,000
Sets in private autos	26,200,000
Sets in barracks, dormitories, hotels, offices, etc., and personal portables used outside the home	9,000,000
Total radio sets in working order	110,000,000

The joint network committee said the Jan. 1, 1953, radio home estimate was supplied by the A. C. Nielsen Co., with the Nielsen estimate of 44,756,000 rounded off to 44,800,000. The totals for the other categories were said to be estimates through analyses of RTMA's reports on production and set sales and checked for reasonableness by projecting forward the 1952 Nielsen Coverage Service survey data.

It was pointed out by researchers that they believe their estimate of 5 million more radio sets is conservative because network estimates for 1952 eventually proved to be lower than the figures produced in later Nielsen surveys, and the the rate of radio sets sales continued at a high level in 1952.

"Data from RTMA indicates that 11 million new radio sets were sold in 1952," the joint committee noted. "This total, which is substantially greater than the sales of new automobiles, electric refrigerators, television sets or any other home appliance, reflects a continued public interest in expanding its acceptability to the radio medium."

LISTENERSHIP HIGH IN MULTI-SET HOMES

THE MORE radio sets a family owns, the more that family listens to the radio.

That in essence, is what Pulse found out last January, when its interviewers, making their monthly rounds checking on listening in a representative sample of 6,400 homes in 12 metropolitan New York counties, determined the number of radios in working order and in actual use in each home.

Pulse's findings:

- Over two-thirds of New York families own more than one radio; 39% have three sets or more. (Breakdown: One set—32.9% of families; two sets—28.2%; three or more—38.9%).
- The more radios in a home, the more listening. Sets-in-use in three-or-more-set homes is more than double the level in single-set homes. (Breakdown: Average quarter-hour, 6 a.m. to midnight, homes with one radio—13%; homes with two radios—18.7%; homes with three or more—26.8%).
- Families with three or more radios account for more than half of all radio listening in New York. (Breakdown: Share of radio audience, 6 a.m. to midnight, homes with one radio—21.4%; homes with two radios—26.4%; homes with three or more—52.2%).

Reporting these findings at meetings of New York advertising agency executives on Thursday and newsmen on Friday, Dr. Sydney Roslow, director of Pulse, added a competitive footnote: That when Pulse data for one-set and two-set homes is compared with data of Hooper and Neilsen there is close agreement between Pulse and Neilsen figures, both much higher than those reported by Hooper. (Breakdown: Hooper January-March sets-in-use — 8.9%; Neilsen January sets-in-use—14.7%; Pulse January sets-in-use for one-radio homes—13.9%, for one-set and two-set homes—16.7%).

"It is unlikely that many homes with three or more radios are monitored by Neilsen audimeters," Dr. Roslow said.

"These findings," he concluded, "emphasize the need for a measurment technique which (A) samples a true cross-section of all radio homes and (B) measures listening on all sets in these homes."

ANPA, PIB Studies Show Relationship of Media Use

ADVERTISERS' use of network radio and TV bears little relationship to their use of newspaper space.

That truism is clearly shown by comparison of the top 100 national newspaper advertisers in 1952, released last week by ANPA's Bureau of Advertising, and comparable lists of leading radio and TV network advertisers compiled by Publishers Information Bureau [B•T, March 23].

General Motors Corp., top newspaper client, is a good example. This company spent $20,251,551 for newspaper space last year. In network TV, where it ranked eighth, GM spent $5,008,803 for time during 1952. In network radio, GM's 1952 time purchases aggregated $1,221,289; its rank was 31.

Procter & Gamble Co., number one user of time on both radio and TV networks, ranked eighth on the newspaper list, spending $7,973,507 for newspaper space, $16,235,022 for time on the TV networks.

The top 10 newspaper advertisers were:

General Motors Corp.	$20,251,551
Lever Bros. Co.	12,878,250
Colgate-Palmolive-Peet Co.	11,702,787
Colgate	12,088,261
Chrysler	11,702,787
Ford Motor Co.	10,859,548
Distillers Corp.—Seagrams Ltd.	9,157,887
General Foods Corp.	8,112,999
Procter & Gamble	7,973,507
Schenley Distillers Products Corp.	4,610,218

Three of the top 10 newspaper advertisers are producers of hard liquors, whose advertising is not accepted by the broadcast networks. Of the remaining seven companies, three soap companies (Procter & Gamble, Lever Bros., Colgate-Palmolive-Peet) and one food product company (General Foods) also are among the top 10 clients of the radio and TV networks.

The final three top newspaper advertisers are automobile manufacturers—General Motors, Chrysler, and Ford. As noted above, GM ranked eighth in the TV network client list, 31st on the radio list. Chrysler's rank among radio network advertisers was 38th, among TV network advertisers it was 23d. Ford ranked 14th in TV network list, but did not even make the top 100 radio network clients.

STRENGTHEN RADIO, BMI CLINICS TOLD

The challenge of new competition is pointed up at sessions throughout the country. Industry speakers also advise how to maintain and further enhance radio's position.

BROADCASTERS were advised by speakers at various BMI clinics throughout the country last week to meet the challenge of "new competition" by strengthening radio programming.

The thesis that radio would continue to grow and meet "the pressure around us from other media" was enunciated by Alan Torbet, general manager of KSFO San Francisco, at a meeting in that city last Monday. He told 130 radio executives that radio will prosper if management properly appraises its programming, employs imagination and stays close to the public pulse.

Murray Arnold, program director of WIP Philadelphia, addressed a BMI clinic in Portland on Wednesday on "The New Competition Is Here to Stay . . . Let's Face It." He urged stations managers to schedule "fresh, bubbling programming" and warned that "radio is going forward, with or without us."

Localized programming was described by Joe Chytil, manager of KCLA Centralia, Wash., as "radio's best offensive." In a talk before the Seattle session on Friday, he declared that stations have a "gold mine of local programs" in their own communities. He recommended appearances of many local personalities on programs, pointing out "you are not only making listeners, but also advertisers."

DICK GREGORY (l), KOAT Albuquerque, and John Outler, WSB Atlanta, huddle during BMI Clinic luncheon at Albuquerque.

* * *

As part of BMI's southern tour, David Wilburn, general manager of WXGI Richmond, Va., addressed clinics in Little Rock on Monday, Jackson, Miss., on Wednesday and Miami Beach on Friday on the value of music programming. He recommended proper selection of musical tunes to give a program "poise, individuality and distinction."

The Miami Beach session also heard a talk from Ewald Kockritz, program director of WGBS Miami, on "The Value of Teamwork and Doubling in Brass." He stressed the importance of receiving the "whole-hearted interest and enthusiasm" of each staff member and of a cooperative attitude on the part of management.

HOCHHAUSER TAKES APS, MUZAK POSTS

APPOINTMENT of Edward Hochhauser Jr., general sales manager of Associated Program Service, as general manager of APS and vice president of the Muzak Corp. was announced last week by H. E. Houghton, Muzak president.

Mr. Hochhauser

Mr. Hochhauser succeeds Maurice B. Mitchell, who has been elected president of Encyclopaedia Britannica Films Inc. [B•T, June 15].

Active in the broadcasting field since 1941 when he served as an announcer for stations in Virginia, Mr. Hochhauser has been associated with APS since January 1951. He served Transcription Sales Inc. from 1946 until 1951 as account executive, sales manager, eastern division manager and vice president.

Nesbitt Regains Radio Series

NORMAN NESBITT, freelance announcer-newscaster and originator of the five-minute transcribed radio series, *Layman's Call to Prayer*, has been awarded sole ownership of the property by Los Angeles Federal Court referee in bankruptcy David B. Head. He regained the property from the trustee in bankruptcy for Bruce Eells & Associates, which had sales and promotion rights since 1948. The property, consisting of 180 programs and masters, has been in litigation since early 1950. The series is heard on approximately 200 stations.

Savings Bonds Program

LIST of radio stations which broadcast *Guest Star*, the Treasury Dept.'s U. S. Savings Bonds Div. program, now is well over 2,900, Elihu E. Harris, director of the division's advertising and promotion branch, said last week. Produced under direction of Edmund J. Linehan, division advertising section chief, weekly programs feature the following: July 5, Modernaires; July 12, Walter Brennan; July 19, Connie Haines, and July 26, Joni James.

Adds to Damage Suit

ANOTHER $250,000 was added last fortnight in Los Angeles Superior Court in orchestra leader-songwriter Freddie Rich's $500,000 suit for damages on charges the music score he wrote for the Paramount movie "Wildcat" in 1942 turned up in the song "Buttons and Bows" in the Paramount movie "Paleface" in 1949. Mr. Rich is adding $250,000 because "Buttons and Bows" also is being used in Paramount's "Son of Paleface." Defendants in the original suit were Paramount, Decca, Famous Music, songwriters Jay Livingston and Ray Evans, RCA Victor, Columbia Records and Capitol Records.

AAW HOLDS 50TH ANNIVERSARY MEET

San Francisco convention of the Advertising Assn. of the West sees 500 members participating in sessions on radio, TV and other media. Robert Gros is elected president.

ADVERTISING Assn. of the West, meeting for its 50th anniversary convention June 21-24, drew 500 members from 11 western states and Canada to San Francisco's Fairmont Hotel for discussions of how best to sell advertised products by radio, television and other media.

Delegates were welcomed by California's Gov. Earl Warren. Principal speakers included Walter Williams, undersecretary of commerce, Bruce Barton and Fairfax M. Cone.

Of special interest was a media panel discussion on "The Psychological Impact of Television" by Lindsey Spight, vice president and Pacific manager of Blair TV Inc., San Francisco, and "The Psychological Impact of Radio" by Kevin Sweeney of Broadcast Advertising Bureau, New York.

Mr. Spight outlined the tremendous demand for television built up in non-TV areas of the West during the FCC freeze.

Mr. Spight cited the example of Denver last year where the original rate card was predicated on 30,000 sets but actual set sales by the end of the year totaled more than 100,000.

Speaking for radio, Mr. Sweeney described the medium as appealing to the laziness in all of us; the listener can allow his own imgination to paint the picture he desires.

To the question, "Can television be operated profitably in small cities?" Mr. Spight said the answer at the moment is yes and no. He said, however, that television is coming to the small cities. But in the meantime, there might be a number of financial failures; there certainly will be consolidations in both applications and operations and more economical techniques must be developed.

Announcement of awards for excellence included the following winners in the broadcasting field:

Radio advertising, commercial programs (in cities of 100,000 and over, or on networks), White King Soap Co., Los Angeles, *Frank Hemingway News*, Don Lee Broadcasting System, Raymond Morgan Co., Hollywood.

Commercial spot announcements (one minute or less, no part of program—cities of 100,000 or over), Bardahl Mfg. Corp., Seattle, KJBS San Francisco and KMPC Los Angeles, Wallace Mackay Co., Seattle; (cities of less than 100,000) William Bakery Co., Eugene, Ore., KORE Eugene; Emil Reinhardt Agency, Oakland.

Perpetual trophy donated by Vancouver Adv. and Sales Bureau, Vancouver, B. C., for best overall job in all classifications: Wallace Mackay Co., Seattle, for spot announcement for Bardahl Mfg. Corp., on KJBS KMPC and KBIG Avalon, Calif.

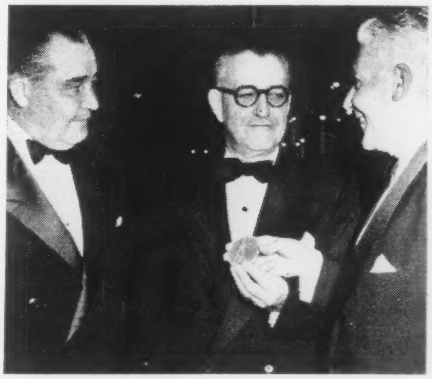
TV commercial sponsored by AAW, in cooperation with Hollywood Ad Club:

Local advertisers—film commercial one minute or less, first, Southern Arizona Bank, Tucson; agency, Cabat-Gill advertising, Tucson; producer, Ray Patin Productions, Hollywood; Honorable mention: Rheem Mfg. Co., South Gate, Calif.; agency, Tullis Co., Los Angeles; producer, TV Ads Inc., Los Angeles.

Regional advertisers—film commercial one minute or less, first, Continental Air Lines, Denver; agency, Galen F. Broyles Co., Denver; producer, Alexander Film Co., Colorado Springs. Honorable mention: Speedway Petroleum Co., Detroit; agency, W. B. Doner Co., Detroit; producer, TV Spots, Hollywood. Honorable mention: Buchan's Bakery, Seattle; agency, Wallace Mackay Agency, Seattle; producer, TV Spots, Hollywood.

National advertisers—film commercial one minute or less, first, Bardahl Mfg. Co., Seattle; agency, Wallace Mackay Co., Seattle; producer, Ray Patin Productions, Hollywood. Honorable mention: STEA Council, New York; agency, Leo Burnett, Chicago and Hollywood; producer, Five Star Productions, Hollywood.

General classification—live or kinescope or film commercial of any length, first, Standard Oil Co.



DR. W. R. G. BAKER receives the Radio Television Manufacturers Assn.'s 1953 Medal of Honor "for outstanding contributions to the nation's radio-TV-electronics industry." Presenting the medal is A. D. Plamondon Jr. (r), last year's president of RTMA. Waiting to congratulate Dr. Baker is Leslie F. Muter, president of the Muter Co. and chairman of RTMA's Annual Awards Committee. Dr. Baker is vice president and general manager of General Electric Co.'s Electronics Division and chairman of the National Television System Committee. The award was made at the end of RTMA's 29th annual convention [B•T, June 22].

AT THE speakers table for the Radio-Television Manufacturers Assn.'s industry banquet which concluded RTMA's 29th annual convention in the Palmer House, Chicago, June 15-18 [B•T, June 22], were (l to r): Max F. Balcom, Sylvania Electric Products Inc.; FCC Comr. George E. Sterling; Robert C. Sprague, chairman of the RTMA Board of Directors; Frank Stanton, CBS president, and Paul V. Galvin, president of Motorola Inc.

of California, San Francisco; agency, BBDO, San Francisco; producer, Five Star Productions, Hollywood.

Sweepstakes trophy donated by the Hollywood Ad Club for best overall entry selected from the winners of all classifications—Bardahl Mfg. Co. of Seattle. This is a perpetual trophy to be held by the winner for a year.

Robert R. Gros, manager of publicity advertising for the Pacific Gas & Electric Co., was elected president of AAW for the coming year. He will be installed at the golden anniversary banquet at Hotel St. Francis.

Among the officers elected were: Senior vice president, Clair G. Henderson, Arthur G. Rippe & Co., Denver; vice president at large, Mrs. Reata Howard Trombly, Charles F. Berg Inc., Portland, Ore.; secretary-treasurer, William O. Kyte, General Electric Co., Los Angeles.

District officers: vice president, Dist. 1, Thor Myhre, Hayward-Larkin Co., Spokane; associate vice president, Dist. 1, Marjorie Hardy, The Guide, Tacoma; associate vice president, Dist. 2, Ray J. Pierson, R. J. Pierson & Assoc., Ogden, Utah; associate vice president, Dist 3, Neva Elliott, Sever & Elliott, Portland, Ore.; vice president, Dist. 4, Richard Ryan, Radio KLOK, San Jose; associate vice president, Dist. 5, Nat Tanenbaum, Mutual Savings & Loan Assn., Pasadena; vice president, Dist. 6, W. T. Fraser, Vancouver, B. C.; associate vice president, Dist. 6, O. C. Cook, Vancouver, B. C.; associate vice president, Dist. 7, Bessye Pittman, Steinfeld's, Tucson.

Holdover officers, whose terms run another year, are:

Vice president, Dist. 1, Harry Pearson, Pearson, Morgan & Pearce, Seattle; vice president, Dist. 2, Earl Glade Jr., KDSH Boise, Idaho; vice president, Dist. 3, George Griffis, Pacific National Adv. Agency, Portland, Ore.; associate vice president, Dist. 4, Mrs. Janette Kiedaisch, Sacramento Adv., Sacramento; vice president, Dist. 5, John M. Kemp, *Hollywood Citizen News*, Hollywood; vice president, Dist. 7, George Christie, First National Bank, Phoenix.

Carl Bengston of Seattle was elected chairman of the Junior Executive Committee.

THESE FOUR got together when the Maryland-District of Columbia Broadcasters Assn. met June 18-20 in Ocean City, Md. They are (l to r) R. C. (Jake) Embry, WITH Baltimore; FCC Comr. Robert T. Bartley and Mary Dunlavey of Harry B. Cohen Adv. Agency, who spoke at the meeting, and Charles J. Truitt, WBOC Salisbury, president of the association.

BAB MEET DECRIES TOO MUCH RESEARCH

At San Francisco, Beverly Hills, Phoenix and Albuquerque, BAB panel talks and other discussions center on such subjects as research, package deals, promotion and agency commissions.

ENSLAVEMENT of radio broadcasters to research that "is not necessarily always accurate" was condemned during a panel discussion at BAB's sales clinic in San Francisco last week.

This commentary on research was offered by Jules Dundes, director of sales and advertising, KCBS San Francisco, and was applauded by virtually all the 122 Bay Area radio executives attending the session last Tuesday.

Mr. Dundes recommended that the radio industry spend "as much time and energy on developing success stories as it has on rating research."

Other panel members were Gene Chenault, KYNO Fresno; David Greene, KSTN Stockton; Roger Hunt, KUBA Yuba City; Jay B. Rhodes, KIBE Palo Alto, and Alan L. Torbet, KSFO San Francisco.

At a BAB session in Beverly Hills June 20, a panel endorsed "package deals providing they don't represent cuts and are available to all advertisers." Announcement packages, which are aimed at giving advertisers saturation coverage of a station's audience, were singled out by the panel as "a progressive step in radio."

Panel members were William D. Shaw, general manager, KNX Los Angeles; Larry Buskett, sales manager, KLAC Los Angeles; Arnold Bemun, commercial manager, KITO San Bernardino; Stanley Spero, KMPC Los Angeles and William Beaton, general manager, KWKW Pasadena.

Overwhelming approval was voiced at a BAB clinic in Phoenix June 18 to a suggestion that joint promotional groups be set up in Phoenix and Tucson, as well as a special radio promotion committee by the Arizona Broadcasters Assn. It was agreed both these groups would expend efforts toward selling local regional advertisers on the effectiveness of radio as an advertising medium.

At a BAB sales clinic in Albuquerque, N. M., June 17, a panel spotlighted the question of whether advertising agencies should be paid commissions on retail-rate business. Kevin Sweeney and Jack Hardesty, respectively BAB vice president and local promotion director, promised BAB would conduct a survey of its members to determine the standard practice on payment of agency commissions when advertisers are paying retail rates.

NCAB Group to Work On Farm Data Project

EXTENSIVE information project covering farm marketing and production in North Carolina will be maintained by North Carolina Assn. of Broadcasters. A committee headed by C. Alden Baker, WGAI Elizabeth City, is in charge, working with North Carolina State College.

Operating the N. C. Radio & Press Institute project, the committee is disseminating data in a book covering farm information.

Other committee members are Roland Potter, WKBC N. Wilkesboro; T. H. Patterson, WRRF Washington, and J. R. Dalrumple Jr., WEWO Laurinburg.

Cecil Hoskins, WWNC Asheville, NCAB president, presided at NCAB's June 18-19 meeting at Nags Head. The program included a review of the 41-station program, *Out of Court*, prepared as a public service by the North Carolina Bar Assn., with Martin Kellogg speaking on behalf of the association.

Other speakers were William Carlisle, of Rust Industrial Co.; Glenn Taylor, vice president of General Teleradio and MBS, and Victor C. Diehm, WAZL Hazleton, Pa.

NARTB NAMES COMMITTEEMEN

NEW NARTB committees serving until May 1954 were announced Thursday by NARTB President Harold E. Fellows. Their terms end at the annual convention to be held in Chicago May 23-26.

Three board committees and eight standing committees were named. The committee structure is to be completed within a fortnight.

New board committees follow:

BY-LAWS—E. K. Hartenbower, KCMO Kansas city, chairman; Kenneth L. Carter, WAAM Baltimore; Herbert L. Krueger, WTAG Worcester, Mass.; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; Robert D. Swezey, WDSU-TV New Orleans.

FINANCE—Harold Essex, WSJS Winston-Salem, N. C., chairman; Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenyon Brown, KWFT Wichita Falls, Tex.; William Fay, WHAM-TV Rochester, N. Y.; Lee Jacobs, KBKR Baker, Ore.; John F. Meagher, KYSM Mankato, Minn.; A. D. Willard Jr., WGAC Augusta, Ga.

MEMBERSHIP—Henry B. Clay, KWKH Shreveport, chairman; Richard M. Brown, KPOJ Portland, Ore.; John H. DeWitt Jr., WSM Nashville; F. Ernest Lackey, WHOP Hopkinsville, Tenn.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Ward L. Quaal, WLWT (TV) Cincinnati; Jack Todd, KAKE Wichita, Kan.

The eight standing committees are:

AM—G. Richard Shafo, WIS Columbia, S. C., chairman; J. J. Bernard, KOMA Oklahoma City; Grover C. Cobb, KVGB Great Bend, Kan.; William C. Grove, KFBC Cheyenne, Wyo.; James L. Howe, WCTC New Brunswick, N. J.; Lester W. Lindow, WFDF Flint, Mich.; Paul W. Morency, WTIC Hartford, Conn.; William D. Pabst, KFRC San Francisco, Calif., F. C. Sowell, WLAC Nashville, Tenn.

FM — Ben Strouse, WWDC-FM Washington, chairman; Walter J. Brown, WDXY Spartanburg, S. C.; Carl George, WGAR-FM Cleveland; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Richard Field Lewis, WRFL Winchester, Va.; Edward A. Wheeler, WEAW Evanston, Ill.; Robert E. Williams, WFML Washington, Ind.

STANDARDS OF PRACTICE—John F. Meagher, KYSM Mankato, Minn., chairman; Carleton D. Brown, WTVL (TV) Waterville, Me.; William B. McGrath, WHDH Boston; William D. Pabst, KFRC San Francisco; Clyde W. Rembert, KRLD Dallas; E. R. Vadeboncoeur, WSYR Syracuse; Walter E. Wagstaff, KIDO Boise, Idaho.

TV INFORMATION — Harold E. Fellows, NARTB president, chairman; Richard A. Borel, WBNS-TV Columbus; Howard Chernoff, KFMB-TV San Diego; Sidney Eiges, NBC-TV New York; Jack Harris, KPRC-TV Houston; David J. Jacobson, CBS-TV New York; Gerald Lyons, DuMont, New York; John W. Pacey, ABC-TV New York; Henry W. Slavick, WMCT Memphis; Charles Vanda, WCAU-TV Philadelphia.

SUBSCRIPTION TV STUDY—Paul Raibourn, KTLA Los Angeles, chairman; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Ward L. Quaal, WLWT (TV) Cincinnati.

TV FINANCE—Campbell Arnoux, WTAR-TV Norfolk, Va., chairman; William Fay, WHAM-TV Rochester; George B. Storer, Storer Broadcasting Co., Miami Beach, Fla.; Robert D. Swezey, WDSU-TV New Orleans.

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THE APPOINTMENT OF THE

HENRY I. CHRISTAL COMPANY

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EFFECTIVE JULY 1, 1953

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WPAR Parkersburg, W. Va.; Donald G. Graham, KOMO Seattle; Joseph McDonald, NBC, New York; A. J. Mosby, KGVO Missoula, Mont.; Lawrence H. Rogers II, WSAZ Huntington, W. Va.; James W. Woodruff Jr., WRBL Columbus, Ga.

INSURANCE—Gilmore N. Nunn, WLAP Lexington, Ky.; Harold Essex, WSJS Winston-Salem, N. C.; Roger Clipp, WFIL Philadelphia; Frank P. Fogarty, WOW Omaha; C. T. Lucy, WRVA Richmond, Va.

CBA SPEAKERS COMPARE MEDIA

TELEVISION isn't coming close to its potential in dramatics and other entertainment, therefore radio has little to fear from the increasing popularity of the new medium.

So observed Sister Mary Rosalie O'Hara, director of the Federation Radio School, Pittsburgh, at the opening session of the sixth annual Catholic Broadcasters Assn. Convention at the Hollywood (Calif.) Roosevelt Hotel, June 19 and 20.

"Right now," she charged "television is doing nothing more than imitating the movies."

William H. Sener, director of intercommunications of the Allen Hancock Foundation, Los Angeles, discussed training of competent personnel on a collegiate post-graduate level.

Brother Aloysius Blume, CBA college and university representative, said since many people are coming to use their leisure time to enhance their education, educational television is one of the best ways of giving them the opportunity.

Other speakers included Don Martin, head of the radio-television school which bears his name; Norman Nelson, managing director, Southern California Radio Broadcaster's Assn.; Bud Coleson, Don Lee Broadcasting System; Jack O'Mara, KTTV Los Angeles; Leslie Raddatz, NBC; John Mansfield of Family Theater; William J. Beaton, KWKW Pasadena; William Whitely, CBS-TV Special Events; and Mark Hass, KMPC Hollywood, and Frank La Tourette, ABC Western Div.

Father Peter J. Conroy, director of the transcribed *Rosary Hour*, was elected president of CBA for the coming year. Sister M. Rosalie, SC, was elected vice-president and Brother Blume was re-elected secretary-treasurer.

BAB Appoints John Moore To New York Sales Division

APPOINTMENT of John L. (Jack) Moore, advertising manager of Longines-Wittnauer Co. since January 1952, to the New York sales division of BAB was announced last week by William B. Ryan, BAB president.

In his BAB assignment, effective this Wednesday, Mr. Moore will be responsible for developing new radio accounts and increasing billings of advertisers currently using the medium. He will work with national advertisers and their agencies, as well as with executives of national chain stores.

Macaroni Industry Urged To Use More Advertising

EXPANSION of advertising budgets by the macaroni industry was urged at the National Macaroni Manufacturers Assn.'s convention by Thomas A. Guneo, president. The Colorado Springs, Colo., meeting of the 200-member association ended Thursday.

Mr. Guneo told the delegates that trade names are "one of our most precious and jealously guarded possessions," and stated that advertising is a way to keep it "vigorous and alive."

WALKER HEADS NARTB ENGINEERING

Succeeding Neal McNaughten at NARTB, A. Prose Walker, FCC eastern supervisor of Conelrad, will become manager of NARTB's Engineering Dept. July 20.

A. PROSE WALKER, one of the developers of the Conelrad radio alert system and widely known in domestic and international broadcasting circles, will become manager of the NARTB Engineering Dept., effective July 20. He has resigned as FCC's eastern supervisor of Conelrad.

Mr. Walker succeeds Neal McNaughten as head of the association's technical activities, the latter having joined RCA June 1 as administrative head of the broadcast market planning section of the Engineering Products Dept.

Mr. Walker

Like his predecessor at NARTB, Mr. Walker has had broad experience in broadcasting and television allocations matters at the FCC, including participation in the major international conferences that have resolved the worldwide frequency picture.

In his 13 years at FCC, Mr. Walker has served as general radio engineer for the Broadcast Bureau, serving AM, FM and TV, examining engineering qualifications of applicants for construction permits. For two years he has been working on the Conelrad plan, providing technical assistance to the Air Defense Command and reporting to FCC Comr. George E. Sterling.

Shortly after the war he handled TV color work for the FCC as chief of the Allocations Branch, TV Broadcast. Among conferences he has attended are Geneva high-frequency, 1948; Mexico City high-frequency, 1948-49; Paris Planning Committee, 1949; CCIR, Switzerland, 1949; Florence-Rapallo high-frequency, 1950; Conelrad, Cuba, 1952. He joined FCC in 1940 as a radio operator, rising quickly to general radio engineer with the Broadcast Bureau. He is a graduate of Denison U., and did graduate work in electrical physics at Ohio State U.

Ruth Brewer continues as secretary to the department manager.

Spot Radio Sales Aids Distributed by SRA

FACTS, opinions and ideas that radio stations and their representatives can use in selling spot radio campaigns to national and regional advertisers are contained in an eight-page booklet distributed last week by Station Representatives Assn. as the first of a series of quarterly reports which SRA has promised stations subscribing to its Crusade for Spot Radio.

With 250 stations already supporting the drive, SRA has added Reg Rollinson as director of advertising relations. Tom Flanagan, SRA managing director, has urged the enrollment of many more station subscribers.

N.Y. RULING AIDS USERS OF TALENT

Producers of radio and TV transcriptions see financial relief in a New York State interpretation that payments to talent for re-use of the recordings constitute "royalties," not remuneration.

FINANCIAL succor for producers, agencies and sponsors is indicated in a New York State ruling reported last week in which talent repayment on radio and television transcriptions was interpreted as a "form of royalties" and not as remuneration.

With this construction on the state laws governing workmen's compensation, disability insurance and unemployment insurance, it was asserted producers' payrolls would not be taxed to cover such areas.

The ruling from New York State was sought by Phil Davis Musical Enterprises, producers of radio and TV commercial transcriptions.

On behalf of Davis, Michael M. Enzer, New York certified public accountant, outlined the predicament of radio and TV film transcription forms, and said:

"There is a parallel between royalties paid to artists on the sale of phonograph records and repayment made to artists for re-use of commercial recordings. In both instances, the artists completed one specific recording; but whereas, in the first instance there was a sale of tangible property (the phonograph record sale), in the second instance there was a sale of broadcast rights in the use of a tangible commercial record. This, in substance, is similar to the sale of a phonograph record and hence all payments made as a result thereof should likewise be characterized as royalties."

The Davis firm reported last week that on May 15 the New York State unemployment insurance liability and determination section ruled as follows:

"Since the payments received for the re-use of the recordings appear to be in the form of royalties, we are holding that such payments do not constitute remuneration within the meaning of the New York State unemployment insurance law."

NARBA Hearing in Senate Postponed to July 8-10

SENATE hearing on the North American Regional Broadcast Agreement (NARBA) again was postponed last week.

Date for the Senate Foreign Relations subcommittee to hold sessions on NARBA was put back from July 1-3 to July 8-10. Sen. Charles W. Tobey (R-N. H.), subcommittee chairman, requested the postponement because of the waterfront hearings on crime he is conducting away from Washington.

The pact has been awaiting Senate ratification since February 1951 when it was submitted to Congress. Since then the treaty has been shoved aside because of foreign aid legislation and fear of controversy. NARBA binds North American allocations of standard broadcast channels among the North American countries excluding Mexico. The latter country, which was a party to the first NARBA and its extension, refused to take part in the second agreement.

SECOND VHF OUTLET FOR KANSAS CITY AS FCC GRANTS SHARE-TIME BID

KMBC's Church predicts service within 60 days after that station and competitor WHB have share-time application for Ch. 9. approved. Also authorized are three new uhf stations.

SECOND vhf TV service for Kansas City will be available within 60 days, Arthur B. Church, president and founder of KMBC there, indicated last week following FCC's approval of the applications of KMBC and competitor WHB for new TV stations to share time on Ch. 9.

The two veteran radio rivals solved the Ch. 9 deadlock by amending their applications last Tuesday, on the eve of the Commission's regular weekly meeting on Wednesday, to propose the share-time operations. KMBC and WHB will maintain separate studios and distinctly separate operations but will share a common transmitter site at 23d St. and Topping Ave., the transmitter location originally proposed by KMBC.

Mr. Church said it is planned to construct an interim TV transmitter atop the Power & Light Bldg. which, barring unforeseen construction delays, "should be on the air well within 60 days."

Donald D. Davis, WHB president, and Mr. Church late last week signed contracts with CBS-TV which make WHB-TV and KMBC-TV primary CBS-TV affiliates. KMBC-AM is the sixth oldest affiliate of the CBS Radio network, Mr. Church related. WHB is a Mutual outlet.

Kansas City for 3½ years has been served by a single TV station, WDAF-TV, vhf Ch. 4 outlet of the *Kansas City Star* which for a month was off the air because of labor conflict, now resolved [B•T, June 22]. A fortnight ago, Empire Coil Co.'s new uhf Ch. 25 KCTY (TV) took the air for regular operation.

Earlier, FCC authorized vhf Ch. 5 at Kansas City to KCMO, made possible by the withdrawal of a competitive application by KCKN there [B•T, June 8]. KCMO-TV, however, is not expected to be ready for operation until sometime in the fall.

In other television actions last week, the Commission:

New Uhf CPs

- Issued permits for three new uhf stations in addition to the Kansas City vhf Ch. 9 authorizations.
- Proposed the first group of allocation changes in several communities since expiration on June 2 of the one-year general ban on such revisions.
- Announced an examiner's initial decision recommending grant of uhf Ch. 41 at Trenton, N. J., to WTTM there, made possible by withdrawal of the competitive application of WBUD.
- Awarded special temporary authorization to WBBM-TV Chicago to change from vhf Ch. 4 to Ch. 2, pending outcome of court appeal by Zenith Radio Corp., competitive applicant (see separate story).
- Denied request of the motion picture industry for a separate allocation of channels for networking theatre TV programs, ruling theatre TV transmission should be a common carrier operation on frequencies already allocated to common carrier service (see separate story).
- Heard oral argument on another "economic injury" TV protest case under Sec. 309(c) of the Communications Act, involving complaint of uhf Ch. 28 KICU (TV) Salinas, Calif., against share-time grants on vhf Ch. 8 to KMBY Monterey and KSBW Salinas (see separate story).

Construction permits for new commercial TV stations were granted by the Commission as follows:

New Haven, Conn. — Connecticut Radio Foundation Inc. (WELI), granted uhf Ch. 59; effective radiated power of 19.5 kw visual and 10.3 kw aural, antenna height above average terrain 560 ft. Grant was made possible by withdrawal of the competitive application of WAVZ there a fortnight ago [B•T, June 22].

Kansas City, Mo. — Midland Bcstg. Co. (KMBC), granted vhf Ch. 9 on share-time basis with WHB there; ERP 316 kw visual and 158 kw aural; antenna height above average terrain 1,080 ft. Common transmitter site will be used but separate studios will be maintained.

Kansas City, Mo.—WHB Bcstg. Co. (WHB), granted vhf Ch. 9 on share-time basis with KMBC there; ERP 316 kw visual and 158 kw aural; antenna height above average terrain 1,080 ft. Common transmitter site; separate studios.

Marshall, Texas—Marshall TV Corp. (headed by New York investment executive Albin May), granted uhf Ch. 16; ERP 18.6 kw visual and 9.33 kw aural; antenna height above average terrain 470 ft. Comr. Frieda B. Hennock voted for letter of further inquiry.

Beckley, W. Va.—Appalachian TV Corp. (headed by New York investment executive Albin May), granted uhf Ch. 21; ERP 19.5 kw visual and 9.77 kw aural; antenna height above average terrain 680 ft. Comr. Hennock voted for letter of further inquiry.

Setting July 20 as deadline for comments, the Commission adopted notices of proposed rule-making looking toward amending its table of TV channel assignments on the basis of the following petitions for allocation changes:

By Lynne C. Smeby, Washington, D. C., consulting engineer, to add vhf Ch. 5 at Lake Placid, N. Y., and to amend the offset carrier requirements on Ch. 5 at Bangor, Me., to plus and at Boston to minus.

By WAYS-TV Charlotte, N. C., uhf Ch. 36 grantee, to delete Ch. 36 at Harlan, Ky., and substitute Ch. 73-plus. WAYS-TV wants to relocate its transmitter at the AM site of WAYS and faces co-channel spacing problem on Ch. 36.

By WTVH-TV Peoria, Ill., uhf Ch. 19 grantee, to substitute uhf Ch. 66-plus for Ch. 26, reserved for noncommercial educational use, at Springfield, Ill., to widen minimum spacing between its Ch. 19 transmitter and any proposed use of Ch. 26 at Springfield.

By Holdrege Chamber of Commerce, Holdrege, Neb., to transfer vhf Ch. 4 from North Platte to Holdrege.

By KRNR Roseburg, Ore., to transfer vhf Ch. 4 from Medford to Roseburg..

By Eastern Oklahoma TV Corp., Ada, Okla., to switch vhf Ch. 12 from Elk City to Ada, substituting uhf Ch. 26 at Elk City.

By WAIM Anderson, S. C., to transfer uhf Ch. 40 from Elizabethton, Tenn., to Anderson, substituting uhf Ch. 22-plus at Elizabethton. WAIM is in contest for sole uhf Ch. 58 there with Anderson TV Co.

By Sam Louis Ackerman, Eau Gallie, Fla., to add uhf Ch. 37-minus to Melbourne, Fla., now without a channel.

FCC denied a petition by Robert R. Thomas Jr., operator of WOAY Oak Hill, Va., asking reconsideration of a ruling on May 29 which rescinded the Commission's assignment of vhf Ch. 4 to Fayetteville, W. Va., on grounds

a missed putt CAN LOSE THE GAME..

But...

YOU CAN ALWAYS BREAK PAR with WICU TV

CHANNEL 12, ERIE, PA.

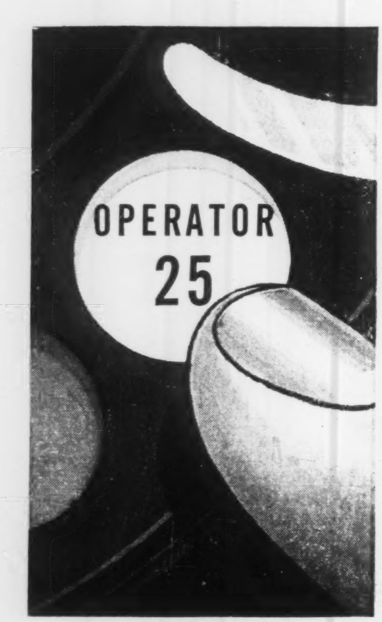
National Representative
Headley-Reed Co.

* RADIO
* TV
* NEWSPAPER

an EDWARD LAMB Enterprise

New York Office, Hotel Barclay—Home Office, 500 Security Bldg., Toledo, Ohio

A MANUFACTURER REPORTS:
"Our sales more than doubled during a period in which we ran ads mentioning
OPERATOR 25".



Western Union "Operator 25" gives you More Sales!

Western Union's "Operator 25" Service fills the vital link between the advertiser and the consuming public. How? A prospective customer, whose interest in a branded product or specialty is aroused by an advertisement, or radio or TV program which offers "Operator 25" service, can quickly locate the nearest dealers handling that product. He calls his own local "Western Union Operator 25," mentions the advertiser's name, and is promptly given the *names and addresses* of nearby dealers handling the product. "Operator 25" has already proved its power to get consumer *response*—build *sales*—cut selling *costs*. For details, ask your local office

WESTERN UNION

Mr. Thomas wanted to use the facility at Oak Hill rather than at the city allocated. The WOAY licensee asserted FCC was advised of his plans to build at Oak Hill with auxiliary studio at Fayettesville [B•T, June 22, 8].

Two channel contests at Corpus Christi, Tex., involving multiple applicants for vhf Chs. 6 and 10, were designated for hearing July 24 in Washington. Ch. 6 competitors include KRIS and the Baptist General Convention of Texas. Four Ch. 10 competitors are Corpus Christi TV Co., Superior TV Inc., KEYS and KSIX.

KITO-TV San Bernardino, Calif., permittee for uhf Ch. 18, was sent a letter questioning the diligence of its efforts to put the station on the air. FCC said no construction has begun and no equipment has been ordered.

KOWL Santa Monica, Calif., applicant for uhf Ch. 52, was advised its bid indicates necessity for a hearing. KOWL has filed for Corona, Calif., channel.

Howard-Yale Inc., community antenna firm at Palm Springs, Calif., was granted modification of an STA issued March 26 for an experimental TV booster station to allow not more than three months of experimental operation after completion of construction, but not beyond Dec. 26. Authority also was given to retransmit signals of other than the Los Angeles stations, including XETV (TV) Tijuana, Mex., provided permission is obtained.

In the amended KMBC application Mr. Church explained the share-time agreement was reached by KMBC and WHB "in order to provide the great community of Kansas City and its environs additional television service without the extended delay which might result from competitive hearings. Up to this time there has been only one vhf television service in the Kansas City area. The applications of the parties will provide the people of Kansas City area with the greatest practicable television coverage that can be devised at this time."

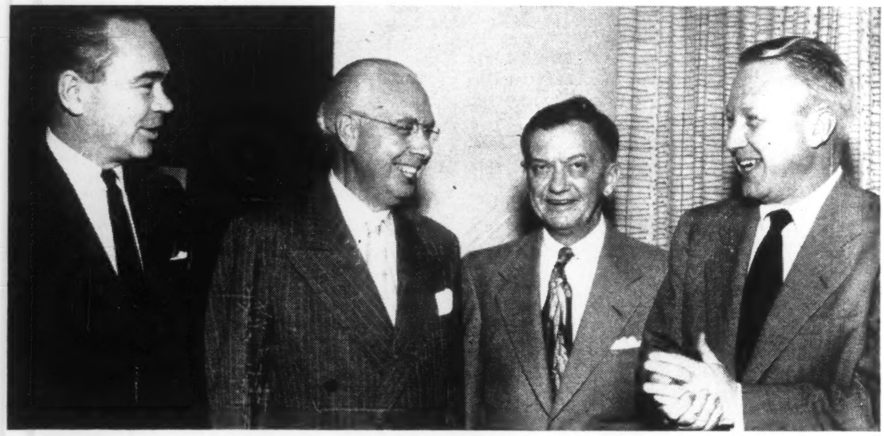
Total cost of the joint transmitter site construction is estimated at nearly a half million dollars, to be shared equally by KMBC and WHB. Transmission operating costs also will be shared, FCC was advised.

KMBC-TV will employ studios in the present KMBC Bldg. at 11th and Central Sts., where radio studios and theatre are in use.

WHB-TV is planning to have a separate studio operation.

Together, the two Ch. 9 stations will operate a minimum of 17 hours daily, 8½ hours each. "Ribbons" or strips of program time will be alternated during the day between each of the two outlets, according to the applications.

KMBC estimated that its total Ch. 9 operation will cost $679,000 for the first year's operation, with $950,000 estimated as first year revenue.



HAPPY over completion of arrangements for KMBC-TV and WHB-TV, time-sharing TV stations on Ch. 9 in Kansas City, to become a basic CBS-TV affiliate, are (l to r): J. L. Van Volkenburg, president, CBS Television; Arthur B. Church, president, KMBC; John F. Cash, vice president and treasurer, WHB, and Frank Stanton, president, CBS Inc.

* * *

Johnson Ignores NARTB Resolution on Baseball Bill

SEN. EDWIN C. JOHNSON (D-Colo.) said last week he expects "no trouble at all" in the Senate when his bill on baseball comes up for consideration [Also see later developments, AT DEADLINE].

Asked about NARTB's resolution attacking the Johnson bill and calling upon Congress to defeat it [B•T, June 25], Sen Johnson said he was not paying any attention to it. NARTB said an analysis of the bill along with comments were sent to all Senators and to members of the House Interstate & Foreign Commerce Committee.

The Senator told B•T that the measure (S 1396), which would permit organized baseball to bring back restrictions on radio-TV coverage while being protected from anti-trust laws, has "good prospects." He said that "as soon as we [Senate] get some of the rush out of the way we will pass the bill."

Meanwhile, a third companion baseball bill was introduced in the House. Rep. C. W. Bishop (R-Ill.) is the author of HR 5858.

The bill, which is on the Senate calendar (rollcall of bills), can be called up at any time. Next calendar day in the Senate is scheduled for next week. At the first call on the baseball measure a fortnight ago, Sen. Everett Dirkson (R-Ill.) asked that it be set aside.

FCC Staff Honors Walker

STAFF party honoring veteran FCC Comr. Paul A. Walker's retirement will be held tomorrow (Tuesday) in the dining room of the U. S. Postmaster General, New Post Office Bldg., where FCC is headquartered. Fellow Commissioners and the Commission staff will pay their respects to Comr. Walker, whose term of office expires the same day. Chairman of the Commission for several months prior to the elevation of Comr. Rosel H. Hyde to the top post, Comr. Walker has been an FCC member since July 11, 1934, the day FCC superseded the former Federal Radio Commission. A Democrat, Comr. Walker is a native of Oklahoma.

FCC DENIES SPECIAL CHANNELS TO ADVOCATES OF THEATRE TV

Five-to-one vote rules that theatre television must stick to the common carrier frequencies. Comr. Hennock dissents, saying that the "public interest" issue of theatre TV should be decided first.

MOTION PICTURE theatre interests last Thursday lost their fight for their own special theatre television transmission channels.

In a five-to-one decision (Comr. John C. Doerfer did not participate), the Commission ruled that theatre TV transmission should be a common carrier operation. As such, the Commission said, it can use the frequencies already assigned for common carrier use. If there are not enough, then, it was suggested, the theatre TV operators could petition FCC for more common carrier frequencies.

In a 17-page report and order, FCC detailed the past history of the theatre TV proceeding (Docket 9552), and reported that the Commission felt there was no reason to pass upon the merits of theatre TV. "Our concern . . . being merely . . . the question of whether there should be a separate allocation of frequencies for the exclusive use of this service."

Terminate Proceeding

Because FCC found no necessity for such an allocation, "we have decided that this proceeding should now be terminated."

Only Comr. Frieda B. Hennock dissented from the majority ruling. She said the majority took "an unrealistic approach to the basic problem . . . i.e., whether or not any use of radio for theatre television is in the public interest . . ."

The report and order ends an eight-year struggle by motion picture interests for theatre TV channels.

In 1945 FCC allocated certain frequencies for experimental use of the theatre TV proponents, but following the so-called 1000-13,200 mc proceeding which began in the spring of 1947, the Commission in February 1948, allocated to other services the frequencies which had been used for the theatre TV experiments.

At that time FCC said the "requirements for theatre television are still not sufficiently clear to indicate the need for a specific allocation for its exclusive use . . ."

In June 1949 the Commission invited Paramount Television Productions Inc., 20th Century-Fox Film Corp. and the Society of Motion Picture Engineers to submit statements concerning the needs of theatre TV. Several other motion picture firms and motion picture groups also filed their comments on theatre television.

Three Problems

In setting forth the issues for the theatre TV hearings, FCC emphasized three basic problems:

(1) What is meant by "theatre television service" and how it would be operated, (2) why cannot theatre TV develop and operate on existing or proposed common carrier facilities, and (3) why should frequency allocations be made exclusively for use of a theatre TV service.

"In fact," the Commission continued, "the impression given was that the entertainment producers were being suggested as the licensees."

Last June the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee filed a joint petition for hearing. Sessions were held in October 1952. The theatre groups completed the direct engineering and cost presentations in hearings last January.

In early February AT&T, RCA and Western Union presented their direct testimony. In essence, they said special theatre TV frequencies were not needed and that existing common carriers could provide the necessary service [B•T, Feb. 16].

On Feb. 27, the NETTC and MPAA filed another joint petition. They wanted the Commission to allow common carriers which furnished only theatre TV transmission service on common carrier frequencies.

AT&T promptly filed opposition to the request, and said NETTC-MPAA wanted preferential treatment in the use of frequencies "for a special and limited transmission service not required or in the public interest."

A few days later Theatre Network Television Inc. filed a petition which commented on AT&T's opposition. TNT said that although common carrier theatre TV service which NETTC and MPAA wanted deserved consideration, FCC also should consider alternative procedure to meet requirements for theatre TV service.

FCC found in last week's report and order that the NETTC-MPAA petition of Feb. 27 had found a possible solution to the problem [B•T, March 2]. The Commission pointed out that in January it had asked if theatre TV couldn't establish its own common carrier to use the common carrier frequencies.

The only other major question was whether theatre TV might be considered an industrial service.

FCC said it didn't believe so, since a communications transmission system which can be licensed to anyone for operation without regard to special licenses eligibility requirements, operated for hire and offering a service that anyone could subscribe to, actually is a common carrier type of service, and that the common carrier frequencies are the only logical places for the location of such services.

Public Interest

The AT&T arguments do merit consideration, FCC said, when they ask if the public interest would be served by the grant of a particular application which requests use of common carrier frequencies for theatre TV.

But whether the application should be granted or not, FCC said, can be determined after it's filed, so "we see no need to ascertain, at this time, who such applicants may be and the nature and scope of their prospective operations."

In reaching its conclusions, FCC said it expects that there will be cooperation between common carriers in resolving frequency conflicts. Accordingly, it sees no need at this time to determine when interconnection might be necessary or what type of interconnecting service should be furnished.

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26,900 Watts—Visual
13,400 Watts—Aural

KOLN-TV DuMont
See WEED-TV CHANNEL 12

FCC Files Appeal Support Against 'Giveaway' Decision

Following a N. Y. court decision that FCC "misconstrued" the lottery law and acted as a censor in its giveaway rules, the Commission filed a formal brief supporting its stand that it formulated lottery policy for the licensees' "guidance."

FCC has filed a formal brief in support of its appeal to the U. S. Supreme Court against a 2-1 decision by the U. S. Southern District Court of New York favoring ABC, NBC and CBS networks in their move for permanent injunctions against FCC rules which term network "giveaway" shows as lotteries and therefore illegal.

FCC earlier had filed notice with the lower court of its intention to appeal the latter's decision, upon which counsel for the networks filed motions with the Supreme Court to affirm the lower court's decision in their favor without argument.

Won Injunction

The New York district court ruled that FCC's giveaway rules, adopted in August 1949 but suspended after the networks won a preliminary injunction pending a court decision, for the most part misconstrue the lottery low and represent "censorship" in violation of the First Amendment to the Constitution [B•T, Feb. 9].

In its "Reply to [the networks'] Motions to Affirm" the lower court decision, counsel for FCC stated that "the Commission undertook to formulate its interpretation of the [lottery] law for the guidance of its licensees." FCC holds that its appeals raise "a substantial point of law" and that the networks' motion for affirmance, "without argument," should be denied. The FCC brief was filed June 15.

FCC cited the lottery law applying to radio stations prohibiting "any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance. . . ."

Radio Farm Directors Plan U. S. Data Review

REVIEW of the information service offered by the Dept. of Agriculture is planned by a group of radio farm directors at the suggestion of Secretary of Agriculture Ezra Taft Benson.

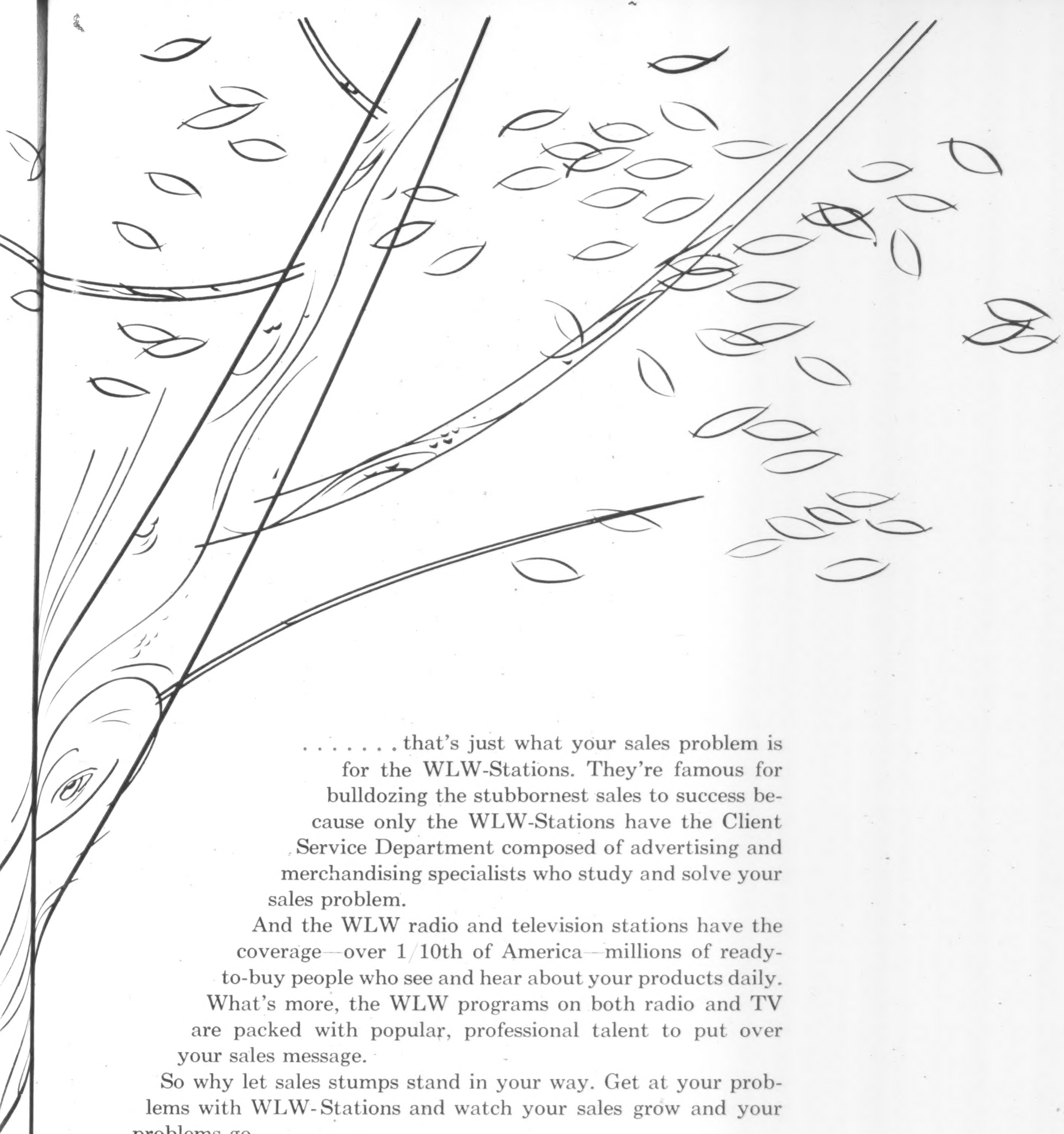
Secretary Benson called a meeting June 22 of representatives from radio stations, newspapers, farm magazines, colleges and others who use the service. Subcommittees were formed to evaluate the service from the standpoint of the various needs.

One such group includes Mal Hansen, WOW Omaha, president, National Assn. of Radio Farm Directors; Robert C. Miller, farm director, WLW Cincinnati, and Hollis Seavey, director, Clear Channel Broadcasting Service, Washington. Its report is to be submitted to William Ward, information director, Cornell U., by Aug. 15. On Sept. 17 another meeting of all the subcommittees will be held in Washington.

Senate Confirms Howard

SENATE last Monday confirmed the nomination of Katherine G. Howard of Massachusetts to be Deputy Federal Civil Defense Administrator.

Talk
about a
pushover!



. . . . that's just what your sales problem is for the WLW-Stations. They're famous for bulldozing the stubbornest sales to success because only the WLW-Stations have the Client Service Department composed of advertising and merchandising specialists who study and solve your sales problem.

And the WLW radio and television stations have the coverage—over 1/10th of America—millions of ready-to-buy people who see and hear about your products daily. What's more, the WLW programs on both radio and TV are packed with popular, professional talent to put over your sales message.

So why let sales stumps stand in your way. Get at your problems with WLW-Stations and watch your sales grow and your problems go.

as your ad dollar is handled, so your sales message goes over

CROSLEY broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD

MORE RADIO-TV RECRUITING FUNDS ASKED

House Appropriations subcommittee testimony reveals the 1954 budget for radio-TV would be $53,005 more than 1953.

AN INCREASED Army-Air Force budgetary allowance is being asked Congress for the services' 1954 recruitment program. The additional money asked is $53,005 more than in 1953.

This was revealed in last Thursday's release of testimony delivered in hearings March 5 to June 11 held by a House Appropriations subcommittee and subsequent questioning of Pentagon officials by B•T.

The services are cutting their radio production, however, it was indicated. Television request for 1954, increasing the amount spent for TV in 1953, nevertheless still is less than the proposed expenditure for radio in 1954.

The request of the services for meeting costs of radio and TV production in the recruiting program, starting tomorrow (Tuesday), comes to $296,000 compared to $242,995 the last (1953) fiscal year. Congress, however, may cut this figure.

Pentagon officials told B•T that the cost squeeze, felt by commercial operations, is greater for the services because of budget limitations.

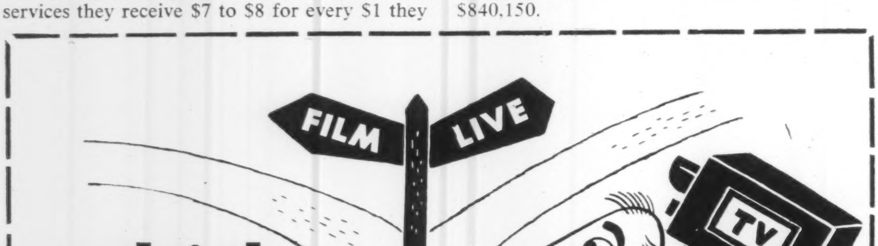
Highlights of testimony:

- The entire "advertising program" would be increased $250,000 overall—mostly because of increased costs.
- According to figures shown the subcommittee, Dancer-Fitzgerald-Sample, the Army-Air Force's agency, would get $192,000 for radio-TV production, a greater proportionate share of money than to the other media used.
- For network programs put on by the two services they receive $7 to $8 for every $1 they spend—nearly all of the higher return coming from free time.
- Col. Lawrence E. Schlanser of Personnel Procurement said the Pentagon gets "a lot of plugs" from disc jockeys. "From the platter shows," he said, "we actually get more distribution than the expense would seem to indicate. We use practically 2,000 radio stations a week, which is almost a coverage of the whole nation."

Production cost to the services, the colonel said, is the recording and mailing—"they [stations] put it on on their own time."

In the breakdown of advertising budget figures: In 1954, the request is $104,000 for TV production, $192,000 for radio production; in 1953, $203,154.35 was spent for radio, $39,841.24 for TV.

In their recruitment publicity, some of the yearly fiscal 1953 cost figures developed by the Army-Air Force are: Weekly recruiting program, *Proudly We Hail* on radio, Army-Air Force cost, $129,701; commercial value, $5.1-plus million, Army-Air Force musical platter shows on radio, $15,184; commercial, $1,348,152; TV recruiting program, *Guide Right* (DuMont) $53,123.20, commercial, $1,008,618; TV recruiting program, *Talent Patrol* (ABC) $348,000, commercial, $1,444,961.44; live or tape programs aired on national radio networks, $6,792; commercial, $1,700,400, and one-time public-service support projects for Army-Air Force, $20,446, normal commercial cost, $840,150.



JULY 13 issue of BROADCASTING • TELECASTING

STRONG VOA CHIEF SOUGHT

AN independent information agency could attract top people in the media industry, Dr. Robert L. Johnson, International Information Administration chief, last week told the House Government Operations Committee.

The committee is considering reorganization plans to set up a new U. S. Information Agency with autonomous administration but under policy direction of the Secretary of State [AT DEADLINE, June 8].

Dr. Johnson Wednesday revealed before the committee that he has contacted a $75,000-a-year executive of "a very prominent advertising agency" to head the Voice of America program. He said the executive, whom he did not identify, is "one of the top five or eight men in the U. S." He said some "six or seven good men from the radio field" were looking for the job.

He also disclosed that VOA operates with $20 million, that the reorganization plan "is the best means so far developed" for handling the Government's overseas information program, and that under his direction VOA broadcasts have been changed to "straight commentary and news, plus religious programs."

Dr. Johnson predicted considerable economy with the reorganization—purpose of the agency: "To get things done more quickly."

Earlier in the week, he said he would tell Congress a proposed $112.5 million budget for IIA is not enough. Although he would ask approval of the figure, Dr. Johnson asserted, "We need a minimum of $123 million or even more." The Budget Bureau set the $112.5 million limit.

Grim Denies NFL Plea To Stay Antitrust Case

REQUEST of National Football League to hold up a decision in the Government's antitrust case against the professional clubs was denied by Judge Alan K. Grim in U. S. District Court at Philadelphia. Judge Grim heeded the Government's plea that it is not essentially a football case but actually a radio and television case in which sale of broadcast rights was in interstate commerce. Ex-Sen. Francis Myers, for the league, said the basic issue in the baseball reserve-clause cases now in the Supreme Court is whether professional sports are engaged in interstate commerce. Walter Murphy, government counsel, argued the reserve-clauses cases are purely baseball cases.

In handing down the order, Judge Grim said: "The defendants have not made a clear case of hardship or inequity in being required to go forward. Moreover, there appears to be more than a fair possibility that the requested stay would work damage on someone else—radio, television, the advertising industry, and perhaps the vast radio and television audience which allegedly are being damaged by the defendants' continuing violation of the anti-trust laws.

"A prompt decision is desirable. If stayed until the cases before the Supreme Court have been decided, another football season will pass before there is a decision in the present case."

KXEL Protest Dismissed

PROTEST by KXEL Waterloo, Iowa, against the new station grant of 10 kw daytime on 1540 kc at Columbus, Miss., to J. W. Furr was dismissed by the FCC last week. The Commission ruled that KXEL is not entitled to the extent of protection from interference which it claimed in its petition [B•T, June 22].

ILL. SENATE PASSES RADIO-TV BAN BILL

WITNESSES appearing under subpoena before courts or legislative committees or investigating commissions would not be required to face radio microphones or TV cameras if they expressed prior objections—under action taken by the Illinois Senate last week.

That is the substance of a bill passed Tuesday and sent to the House for its concurrence. If approved there, it would become law with Gov. William Stratton's signature.

The measure represents a compromise between the original proposal, which would have banned outright radio-TV coverage of all such proceedings, and open access to coverage by broadcasters.

The Illinois Broadcasters Assn. fought the original bill. Both the Chicago and Illinois Bar Assns. have been in the forefront of a fight to prohibit such coverage where witnesses' rights are involved.

Oliver Keller, president of WTAX Springfield told B•T it was "not a good bill." He said WTAX-AM-FM has been carrying certain committee sessions of the House each week.

Among broadcasters appearing in opposition to the bill were William Ray, news director, NBC Chicago, and Con O'Dea, news chief, ABC Central Division.

Hofheinz Sells KSOX To KGBS for $225,000

HOUSTON's Mayor-Broadcaster Roy Hofheinz has sold KSOX Harlinger, Tex., to KGBS Harlingen for $225,000, subject to FCC consent. KGBS would be deleted.

Harbenito Broadcasting Co., KGBS licensee, has pending an application to change facilities of KGBS from 1240 kc with 250 w unlimited to 850 kc and 5 kw. Upon approval of the application for acquiring KSOX (1530 kc, 50 kw day, 10 kw night directional), Harbenito Broadcasting Co. will surrender its license for KGBS and dismiss the application for frequency change.

KGBS-TV, assigned vhf Ch. 4, will be retained by Harbenito principals and will be transferred to Harbenito Broadcasting itself. KGBS-TV grant was made possible by withdrawal of competitive application of KSOX.

Principals include President McHenry Tichenor (39.5%), 50% owner of Magic Triangle Televisors, Inc. (KGBS-TV); Vice President James Cullen Looney (39%), owner of KURV Edinburg, Tex., and Secretary-Treasurer Troy R. McDaniel (10%).

Earlier the FCC had approved the sale by Hofheinz of 75% interest in KTHT Houston to Texas Radio Corp. for $600,000 [B•T April 13].

Total of 2,000 shares of new common stock are to be issued to increase the capitalization of Harbenito Broadcasting, the application showed. Mr. Looney will purchase 1,950 shares for $175,000. Mr. McDaniel will purchase 50 additional shares for $4,500 and will acquire 140 shares from Genevieve Tichenor for $12,600.

Mr. Looney's commitment is conditioned on authorization to increase stock and upon transfer of KGBS-TV to Harbenito Broadcasting Co. He will not acquire office or stock interest until he disposes of KURV.

Flemming Confirmed

SENATE last week confirmed Arthur S. Flemming as director of the newly reorganized Office of Defense Mobilization.

WROV (TV) WOULD DROP UHF FOR VHF

Roanoke outlet cites losses in seeking change from uhf Ch. 27 to vhf Ch. 7.

BECAUSE of great financial losses in a relatively short time, WROV-TV Roanoke, Va., last week asked FCC for authority to change from uhf Ch. 27 to vhf Ch. 7.

This is believed to be the first time that an operating uhf station has requested a change to vhf for economic reasons.

WROV-TV contends that under present conditions uhf stations cannot compete with vhf facilities.

Radio Roanoke operator of WROV-TV, Inc., filed for Ch. 7 in early 1951, FCC records show. A competitive application was filed later and Radio Roanoke amended from Ch. 7 to the unsought Ch. 27. Subsequently, Polan Industries, one of the applicants which had filed for vhf Ch. 10, the third commercial channel allocated to Roanoke, amended its application to specify Ch. 7. The Commission soon thereafter issued construction permits for uhf Ch. 27 and vhf Ch. 10 Roanoke Bcstg. Corp. (WSLS).

Vhf Ch. 7 still remains in contest between the Times-World Corp. (WDBJ) and Polan Industries.

Radio Roanoke requests that the FCC accept its application and waive the requirements of Footnote 10 of Rule 1.371 of the Commission's Rules and Regulations (commonly known as "Temporary Processing Procedure") which prohibits applications by operating stations from applying for a TV channel other than that presently authorized.

Radio Roanoke contends that although it has expended great effort to obtain public acceptance of uhf Ch. 27 and has been successful in obtaining 50% circulation for uhf in the Roanoke area, it has still found operations economically unfeasible.

In setting forth its reasons for the change, Radio Roanoke points out that:

> . . . although income was nearly adequate when the station went on the air to balance expenses, in a matter of a few weeks income began to drop and has since dropped consistently due to the limited and poor reception of uhf Ch. 27 in the mountainous Roanoke area compared with competitive vhf Ch. 10. Published figures show over 80,000 uhf sets in a wide area covered by Ch. 10 in Roanoke against less than 20,000 uhf sets in a limited area. The indifference of some set manufacturers, distributors, dealers, service people and the general public toward a uhf station with relatively poor pictures in a city and area served by a vhf station with excellent pictures from three national television networks along with a substantial list of national, regional and local advertisers who are attracted by the large audience sustained by the vhf station's superior coverage and pictures indicate that uhf is not acceptable nor financially feasible in a city where vhf facilities are or will become available.

Radio Roanoke has indicated that if the Commission will waive the provisions of its rules prohibiting applications by operating stations from applying for a TV channel other than that presently authorized, it will operate uhf Ch. 27 as long as its resources permit or until a construction permit is issued to any applicant for Ch. 7.

If the Commission does not waive its rules Radio Roanoke is prepared to surrender its uhf Ch. 27 facilities in order that its application for vhf Ch. 7 may be considered.

1950—173 LOCAL ADVERTISERS . . .

1951—215 LOCAL ADVERTISERS . . .

1952—239 LOCAL ADVERTISERS . . .

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

Local advertisers see the RESULTS of their advertising schedules . . . good or bad . . . quickly *reflected in their cash registers.* Each year for the past three years, an increasing number of local advertisers have placed schedules on WOC. With the number of these advertisers increasing 38%, 1952 over 1950, there is no better proof that WOC advertising schedules are reflecting busy cash registers. Buy your advertising at this local cash register level . . . buy WOC, and you'll find your Quint-Cities sales skyrocketing.

WOC
THE QUINT CITIES AM FM ALSO TV

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

KICU (TV) CLAIMS RIGHT TO HEARING

ORAL argument does not constitute a fair hearing under the TV protest rights of Sec. 309(c) of the Communications Act, FCC was told last Monday by counsel for KICU (TV) Salinas, Calif., the uhf Ch. 28 grantee owned by S. A. Cisler and Grant R. Wrathall. KICU (TV) appeared to press its economic protest of the vhf Ch. 8 share-time grants issued by the Commission to KMBY-TV Monterey and KSBW-TV Salinas, charging injury from "monopoly" of major network services [B•T, April 13, March 30].

Stephen Tuhy Jr., counsel for KICU (TV), attacking the nature of his client's "day in court" before FCC, contended:

> **Now Sec. 309(c) specifically states that the Commission be directed to set an application for hearing. It does not say 'oral argument.' We contend that an oral argument is not a hearing. It specifically provides that the protestant has the burden of proceeding with the introduction of evidence. I am at a loss to know, after 15 years of practice, how we are to proceed with the introduction of evidence without the benefit of testimony, . . . witnesses for the opposite side . . . cross examination and proceeding in a logical manner.**

Mr. Tuhy related that KICU (TV) alleges injury because KMBY, through the CBS connections of part owners Bing Crosby and Kenyon Brown, and KSBW, through ownership ties with NBC-TV affiliate KRON-TV San Francisco, "will be able to monopolize the economic support for TV stations in the Salinas-Monterey area."

Clair L. Stout, counsel for KMBY, agreed that Sec. 309(c) entitles KICU (TV) to a hearing, but observed that Messrs. Cisler and Wrathall "did not set forth any issues in the protest," and since FCC set none, there are no issues on which to hold a hearing. Sec. 309(c) requires specific issues to be posed by the protestant, he said, contending the KICU (TV) allegations were too general to constitute issues.

KSBW counsel Norman E. Jorgensen reviewed the Sanders Bros. case and noted the Supreme Court considered economic injury not an element of itself to entitle a station to protest privilege, but "it would be likely that such person would have sufficient interest to bring errors of law to the attention of appellate courts." To forbid new grants on the ground of economic injury alone would be to give FCC power to grant business monopolies, he recalled. He explained:

> **The holding of the Sanders case, in essence, is that an existing station has standing to make inquiry with respect to Commission action, but that any attack it takes must be that the Commission action is not in the public interest and has not sufficiently protected the public interest. The Sanders case does not hold that any existing station, or permittee, can attack a Commission action because the financial interests of that existing station or permittee have not been considered by the Commission.**

Frederick W. Ford, chief of the FCC Broadcast Bureau's Hearing Division, also indicated KICU (TV)'s allegations were not specific.

Comr. John C. Doerfer, during argument on alleged scrambling of network shows that would result on the share-time stations, interposed that he didn't see how public interest would be hurt since the public does not care who provides the programs on a given channel as long as it gets the programs.

Florida Ban Bill Fails

A BILL which would ban radio-TV coverage of public hearings in Florida, and which had been killed in committee, has been refused a place on the Florida House calendar, apparently closing the issue. The bill was authorized by Sen. Wallace O. Sturgis of Ocala.

Conference Moved

BECAUSE of the large turnout of industry attorneys, engineers and government representatives expected for the mock FCC television pre-hearing conference scheduled tonight (Monday), the demonstration has been transferred to the U. S. Commerce Dept. auditorium and will not be held in Hearing Room A of the Interstate Commerce Bldg. as originally planned. The mock conference, designed to show how comparative TV hearings can be expedited, has been arranged by the Federal Communications Bar Assn. and FCC [B•T, June 22, May 18]. The demonstration will begin at 7:30 p.m.

Ill. Senate Approves Modified Educ. TV Bill

THE U. of Illinois at Champaign-Urbana last week was preparing to move ahead with plans for an educational television station on vhf Ch. 12 after two new developments in its favor.

The state Senate voted to reverse an earlier proposal that would have denied the university and other schools authority to build and operate such stations or at least deprive them of state funds. The bill was returned to the House, which earlier had approved the ban.

At the same time, U. of Illinois trustees reported a $100,000 Ford Foundation grant for educational TV. The grant, plus final legislative action, was hailed as paving the way for TV plans on at least a skeleton basis.

The Senate amended the proposal to curb the use of tax funds for TV, limiting annual expenditures to $424,000 for the next two years. The Senate voted to allow the university to use grants and gifts, such as donated by the Ford Foundation.

The proposal to prohibit educational TV had been supported by the Illinois Broadcasters Assn. and other groups [B•T, June 15].

WWBZ Calls 'Misleading' 'Bookmakers' Delight' Charge

FRED WOOD, manager of WWBZ Vineland, N. J., last week declared "misleading" the term "bookmakers' delight" used by Chief of FCC Broadcast Bureau in describing the horse race programming of WWBZ.

Broadcast Bureau Chief had used this phrasing in a petition to the Commission to deny pleading of WWBZ which asks reconsideration and grant without hearing on its pending license renewal application [B•T, June 22].

That petition said in part: "It is difficult to comprehend what legitimate community needs are being served by the extensive, year-round and detailed racing coverage provided by station WWBZ."

Mr. Wood said that he does not believe that they are operating illegally and added: "I could name several other stations in this area which are giving more racing information. . . . This area has horse breeders, owners and patrons of the sport and the stations are performing a public service in supplying information these people want."

KFDM-KWTO DUEL RENEWED

KFDM Beaumont, Tex., either should have its license revoked or should participate in a hearing to defend a request that its license should not be renewed. That is the essence of two petitions filed last Thursday at FCC by KWTO Springfield, Mo.

KWTO bases its requests upon what it alleges are violations by KFDM of FCC rules and orders.

In 1946, KWTO claims, KFDM, WHBQ and KWTO all had pending before FCC applications for operation on 560 kc at night. KFDM and KWTO sought an increase of nighttime power to 5 kw and WHBQ wanted to change its frequency to 560 kc with 5 kw daytime, 1 kw nighttime. FCC set all three applications for hearing.

The Commission "inadvertently" removed the KFDM application from the hearing docket, KWTO asserts, and granted its request for 5 kw night in 1947.

Upon petitions filed by KWTO and WHBQ, however, FCC later amended the KFDM grant by adding a condition to the grant that KFDM would accept whatever interference resulted from the granting of KWTO and WHBQ applications. KWTO claims KFDM accepted the condition and has reaffirmed its acceptance of the condition ten times since then on subsequent license renewals and modifications.

On the other hand, KWTO says, KFDM consistently has fought against all efforts of KWTO to increase its nighttime power to 5 kw. This action, KWTO believes, is an effort to render meaningless the clause in KFDM's license which states KFDM will accept the interference resulting from grant of the KWTO application. This violates the terms of KFDM's original grant and all the later license renewals and modifications, according to KWTO.

KWTO said that KFDM never did object to the conditions imposed in the original grant and subsequent licenses so that KFDM accepted the condition, and has continued to accept it for almost six years, but in action KFDM does not accept the conditions because of its consistent efforts to defeat KWTO's application for the nighttime power increase.

In one petition, KWTO asks that FCC issue an order for KFDM to show cause why its license should not be revoked.

In the other petition, KWTO asks FCC to hold a hearing in an effort to determine if KFDM has violated the terms of its license and is a fit party to hold a license.

Attorney for KWTO is George O. Sutton, Washington.

Brewer Urges Congress To Let EPT Die Tuesday

CONGRESS last week was urged to let the excess profits tax expire tomorrow (Tuesday) by Basil Brewer, vice president and treasurer, E. Anthony & Sons Inc., licensee of WNBH WFMR (FM) New Bedford, Mass., and permittee for uhf Ch. 28 WNBH-TV.

Mr. Brewer, also publisher of the New Bedford *Standard-Times*, and *Hyannis* (Mass.) *Cape Cod Standard-Times*, in a letter to Chairman Daniel A. Reed (R-N.Y.) of the House Ways & Means Committee, said "Republicans, including President Eisenhower, state the excess profits tax is entirely inequitable but urge retention rather than favor a few corporations as against many. If the President is correct the tax is inequitable. Let's stop the inequity June 30 as provided in the Act."

XUM

Correspondents Named For Bermuda Conference

THE WHITE HOUSE has listed these radio and TV representatives for the Bermuda conference:

Radio — Martin Agronsky, John Edwards ABC; William Costello, CBS (Eric Sevareid, and David Schoenbrun or Howard Smith tentatively scheduled); Richard Harkness, Ray Scherer, Leroy Van Winkle (engineer); Ray Henle, 3-Star Extra; Leslie Higbie, MBS; James M. Minifie, Canadian Broadcasting Corp.; Peter Von Zahn, Northwest German Radio; Charles F. Sabastian, WJFL (FM) Chicago.

Television—John Krumpleback, Robert Butterfield, John F. Hofen, Joseph Vadale, NBC-TV. Robert Hess, William Macy, Charles Von Fremd, CBS-TV.

Jobs Order on CSC Status Hurts FCC Lawyers Little

NEW Executive Order issued Thursday by the White House will deprive some government attorneys of civil service protection under Schedule A but only two or three FCC lawyers are likely to be affected. These would be attorneys who came into civil service status since 1947 and would be confined to those of Grade 12 or under, it was indicated at the FCC.

Attorneys protected by the Lloyd-LaFollette Act or having veterans preference would not be affected. The new order will amend one handed down some weeks ago.

Status of 68 FCC staff executives became doubtful last March when a Civil Service Commission list enumerated positions available to the new Administration because they lacked civil service protection [B•T, March 2].

Strauss Named AEC Chief

LEWIS L. STRAUSS, member of the RCA board, last week was picked by President Eisenhower to be the new chairman of the Atomic Energy Commission. He is a financier and was adviser to the President on atomic energy matters. His nomination is for a five-year term for which he is being designated as chairman. He will succeed Gordon Dean, who retires tomorrow (Tuesday).

Mr. Strauss will be principal speaker July 2 at ceremonies marking the 30th anniversary of the Naval Research Lab. The laboratory has 12 scientific divisions, three of them in radio. Using "radio" telescopes, laboratory scientists are studying microwave radiations from the sun, moon and the stars. Information gathered is expected to improve long-distance radio communication. The laboratory also has been studying radio-frequency propagation.

Hurry, Hurry, Hurry

TELEVISION legal and engineering staffs at FCC are alerted for emergency duty each Tuesday night, eve of the Commission's regular meeting day, to process last-minute mergers and amendments resulting from the new speed-up policy [B•T, May 25]. The Commission also has put on notice Washington attorneys and the staff of its Secretary's office that 5 p.m. closing time will be strictly observed and that last-minute amendments must be stamped in by FCC before 5 p.m. Tuesday to be eligible for Wednesday consideration.

WORZ

proudly announces

TWO IMPORTANT MILESTONES IN OUR PATH OF PROGRESS . . .

appointment of

THE O. L. TAYLOR COMPANY

as National Representatives

and

Increase in Daytime Power to

5000 WATTS

As this goes to press, WORZ is completing final tests of its new 5000 watt transmitter—an increase in power, giving coverage "from the Gulf to the Sea" over Central Florida.

The best advertising buy in Central Florida at *no increase in rates.*

Join a growing list of satisfied advertisers—Beginning July 1, see your O. L. Taylor man.

WORZ
ORLANDO
NBC for Central Florida

John E. Surrick
General Manager

STORER SELLS WMMN AFTER BUYING KABC

Transaction was made to keep within FCC's limit of seven AM stations. Sale price for WMMN is reported at $340,000; KABC cost $700,000.

SALE of WMMN Fairmont, W. Va., by Storer Broadcasting Co. to Peoples Broadcasting Corp. was announced last week on the heels of the Storer company's acquisition of KABC San Antonio [CLOSED CIRCUIT, June 15]. Both transactions are subject to the customary FCC approval.

Sale price in the KABC transaction is approximately $700,000 while the WMMN figure is reported at $340,000, plus net qiuck assets. KABC operates on 680 kc with 50 kw day and 10 kw night and WMMN is on 920 kc with 5 kw.

The WMMN sale was "necessitated" by Storer's acquisition of KABC, in view of FCC's policy against common ownership of more than seven AM stations.

With the acquisition of KABC, Storer will own combination radio-TV operations in five major markets. The company already owns KEYL (TV) San Antonio. It also operates both AM and TV in Atlanta, Detroit and Toledo and has received FCC approval for its purchase of WBRC-AM-TV Birmingham. It also owns WWVA Wheeling and WGBS Miami.

"It was with great reluctance that the Storer Broadcasting Co. decided to dispose of WMMN, but the exigencies of the situation required this action," said President George B. Storer in announcing the sale jointly with Herbert E. Evans, vice president and general manager of Peoples, a subsidiary of the Farm Bureau Mutual Automobile Insurance Co.

Peoples owns and operates WRFD Worthington, Ohio; WOL Washington and WTTM Trenton.

"We look forward with great interest to working with the people of Fairmont, Morgantown, Clarksburg and other communities served by WMMN in the further development of public service programming," Mr. Evans said, and "we wish to have a part in the great development under way in the Monongehela Valley."

WMMN is almost 25 years old. It started operations Dec. 22, 1928. One of its programs, *Campus Hi-Lites*, has been presented weekly by Fairmont State College for 22 years. WMMN is a CBS Radio affiliate.

Peoples Broadcasting is headed by Murray D. Lincoln, who also is president of Farm Bureau Insurance Co. and of CARE, the international relief agency.

The transaction was negotiated by Howard E. Stark, radio and TV station broker, of New York. Negotiations for purchase of KABC, an ABC affiliate, were completed by Mr. Storer, and for KABC, Sid Richardson and Gene Cagle, present owners. Mr. Cagle is president of the Texas State Network.

CONCLUDING arrangements for sale of WMMN Fairmont, W. Va., are (l to r): Seated Lee B. Wailes, executive vice president, Storer Broadcasting Co., and Herbert E. Evans, vice president-general manager, Peoples Broadcasting Corp.; standing, James Littell, Detroit attorney representing Storer; Howard Stark, New York radio-TV broker, and James Lawrence Fly, Fly Shuebruk & Blume, Washington attorneys for Peoples.

Mastin Takes WNBF Reins

CECIL D. MASTIN has taken over as general manager of WNBF Binghamton, N. Y., due to the serious illness of Guy Cunningham, who had fulfilled those duties. In making the announcement last week, Mr. Mastin, who is vice president of Clark Assoc., station licensee, said that a permanent replacement for Mr. Cunningham will be announced soon. Mr. Mastin had managed WNBF for many years.

WBBM-TV SETS SWITCH TO CH. 2

CBS' WBBM-TV to move from Chicago Ch. 4 to 2 wth FCC's special temporary authorization pending Zenith Radio Corp.'s protest before U. S. Appeals Court of D. C. in which Zenith also seeks Ch. 2. WTMJ-TV Milwaukee to move from Ch. 3 to 4.

WBBM-TV Chicago will change from vhf Ch. 4 to 2 next Sunday, H. Leslie Atlass, vice president in charge of the CBS Central Div., announced last week after FCC issued a special temporary authorization to the CBS-owned station for the channel shift.

The STA is conditional upon the outcome of Zenith Radio Corp.'s protest, now before the U. S. Court of Appeals for the District of Columbia, which challenges the final TV reallocation order by FCC requiring WBBM-TV to move from Ch. 4 to 2 and denying Zenith's bid for a new TV station on Ch. 2.

As a result of the WBBM-TV move, WTMJ-TV Milwaukee will change from Ch. 3 to 4 on July 11, according to Walter J. Damm, vice president and general manager of radio-TV for the *Milwaukee Journal* properties. He said the channel switch will eliminate conflict with the signal of WKZO-TV Kalamazoo, Mich., operating on Ch. 3.

Move Required

The channel moves were required by FCC's Sixth Report & Order of April 14, 1952. Zenith, which has been operating an experimental station on Ch. 2 since 1939 and seeks a regular commercial outlet on the facility, appealed to the court. Several weeks ago, Zenith won a stay on a permanent basis, until its formal appeal could be heard [B•T, May 25].

Because of the urgency of the Ch. 4 interference problem, the Commission invited CBS and Zenith to submit applications for temporary operation on Ch. 2 under an STA, pending termination of the litigation.

With Comr. Frieda B. Hennock dissenting and Comr. E. M. Webster issuing a concurring statement, the FCC majority by memorandum opinion and order granted the STA to CBS subject to the following terms:

> **(a) It will be in effect until final court action in the Zenith appeal, or (b) until award of a license to operate on Ch. 2 after comparative hearing between CBS and Zenith. (c) The STA also is subject to the express condition that if a comparative hearing is held neither party shall urge, and the Commission shall not consider it pertinent to that controversy, the fact that any party may have made expenditures of any sort pursuant to or in consequence of this STA.**

FCC authorized transmitter output power of 5 kw visual and 3 kw aural to WBBM-TV, using its present antenna, 650 ft. above average terrain.

Majority View

The Commission majority, in choosing between CBS and Zenith as the temporary Ch. 2 operator under the STA, commented:

> **It is our view that an STA for operation on Ch. 2 should be issued to Columbia upon the conditions set forth in the order of the Court of Appeals of May 20, 1953. In our view it would be inappropriate to require Columbia, the present licensee of WBBM-TV operating on Ch. 4, to cease that operation and to authorize someone other than the existing licensee to operate a television broadcast station in Chicago on the new channel.**

Neither Comdr. Eugene F. McDonald, Zenith president, nor other top officials would comment on FCC's decision.

WBBM-TV last Wednesday started converting its technical equipment from Ch. 4 to 2, with the aid of CBS-TV New York engineers. Adjustments are being made with the station off the air.

In Milwaukee, Mr. Damm said WTMJ-TV plans to shift channels in the middle of a special program that Saturday evening. The station also will put into use a new RCA 10 kw transmitter with 25 kw amplifier, which, coupled with antenna gain of 9.8, would give an effective radiated power of 100 kw.

WTMJ-TV started test patterns on Ch. 4 June 21, and is running them each morning and after signoff. Dealers in Wisconsin and Michigan will be asked to report on reception. Viewers of the special program will be told how to tune their sets for better reception.

ARRIES TO WTTG; COMPTON RESIGNS

APPOINTMENT of Leslie G. Arries Jr., assistant director of programming and production for the DuMont Television Network in New York for the past two and a half years, as manager of the network's WTTG (TV) Washington is being announced today (Monday) by Chris J. Witting, DuMont's managing director.

Mr. Arries

In his new post, Mr. Arries will succeed Walter Compton, who has resigned. Mr. Compton has directed the station since January 1948.

Mr. Arries began his career in television with WTTG seven years ago as a junior engineer. He also worked there as a cameraman, production assistant and director of special events until February 1948 when he joined DuMont's WDTV (TV) Pittsburgh as program operations manager. At the network's headquarters in New York, Mr. Arries has worked under James L. Caddigan, director of programming and production, on the development of network programs and program policies.

Mr. Compton has been in radio and TV more than two decades. Originally a newscaster on WOL Washington, he later became an MBS commentator and was the first quizmaster on the MBS *Double or Nothing*, one of the first radio quiz shows. Joining WTTG, he became one of TV's first newscasters.

Mr. Compton

KOSA TV Bid Withdrawal Seen If KECK Builds Outlet

KOSA Odessa, Tex., president-general manager Cecil L. Trigg has promised his competitor for vhf Ch. 7 in that city, Ben Nedow, owner-general manager of KECK there, that he will withdraw his mutually exclusive application for TV in Odessa if Mr. Nedow will promise to build a TV outlet.

Mr. Trigg's offer to take himself out of the TV picture, provided Mr. Nedow will build an Odessa outlet, was carried in a news story June 17 in the *Odessa American*.

Mr. Nedow is sole owner of Ector County Broadcasting Co., applicant for Ch. 7 and licensee of KECK.

According to FCC records, Mr. Trigg joined forces several months ago with Cecil Mills in Mr. Mills' Ch. 7 application under the name of Odessa Television Co.

An initial application by the Odessa Broadcasting Co., licensee of KOSA, now dismissed, carried Mr. Trigg as 75% owner; Brooks L. Harman, vice president, as 10% owner; John Vacca, secretary, as 10% owner, and William B. Stowe, treasurer, as 5% owner.

Advertisement

From where I sit
by Joe Marsh

Heard About the Electric Weather Predictor?

Squint Smith has built up quite a reputation the last month or so by predicting the weather. What he says usually comes true.

Folks often go out of their way and sit around his little Antique Shop just to get his "expert" opinion.

Last Monday he said he didn't know what the weather was going to be like next day. That surprised us and when we asked what happened, Squint said, "Slipped up on my electric bill and was turned off. I'll hear my radio tomorrow though." Squint had been getting the weather over the radio—just like anyone else!

From where I sit, that's the way it goes with some "experts." They often don't have any more inside information than you can get for yourself. Like those who "know" cider is the only thirst-quencher after a day's work. Far as I'm concerned, I'll take a temperate glass of beer. But—I won't try to "predict" your choice for you.

Joe Marsh

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XUM

ROUNDUP OF POST-THAW TELEVISION: 80 STATIONS NOW IN BUSINESS

Post-thaw stations reach 80 as programming begins from KROC-TV Rochester, Minn., KSWS-TV Roswell, N. M., and WFAM-TV Lafayette, Ind. The score now: 42 post-thaw vhf and 38 uhf outlets, of which one vhf is noncommercial educational.

THE NUMBER of operating TV stations in the U.S. and Hawaii crept closer to 200 last week as three more began commercial programming. There now are 80 post-thaw stations programming regularly, of which one is noncommercial educational. The stations put on the air within the last year, plus 108 pre-freeze commercial vhf outlets, raise total operating stations to 188.

There are 42 post-thaw vhf stations and 38 uhf stations.

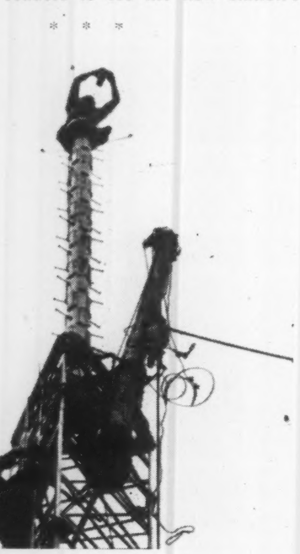
Newest stations are KROC-TV Rochester, Minn., vhf Ch. 10; KSWS-TV Roswell, N. M., vhf Ch. 8, and WFAM-TV Lafayette, Ind., uhf Ch. 59.

Last Saturday WOSH-TV Oshkosh, Wis., uhf Ch. 48, was to have started programming, and KCSJ-TV Pueblo, Colo., vhf Ch. 5, was planning its debut this week. Five more outlets hope to begin about July 1 (see complete listing below).

Here are late reports from some of the stations and the plans of a few of the newer grantees:

• KSWS-TV Roswell, N. M., vhf Ch. 8, went on the air with commercial programming June 24, John A. Barnett announced. He said the first test patterns were aired June 18 [B•T, June 22].

• KTXL-TV San Angelo, Tex., vhf Ch. 8, held an open house June 20 and 21. A half-page announcement in a San Angelo newspaper invited readers to see the new station's studios, equipment and offices. The June 14 issue of *San Angelo Standard-Times* included a 16-page section on KTXL-TV and television in general. The station plans to begin operating July 4.



FINISHING touches are being put on the tower for WAKR-TV Akron, reaching 500 feet over the center of Akron. The station now is airing a test pattern, with programming scheduled to begin about July 15. Temporary TV studios in the 28-story First National Tower in downtown Akron will be used until WAKR-TV's new ultra-modern TV center in southwest Akron is completed. WAKR-TV, on uhf Ch. 49, will be an ABC-TV affiliate.

* * *

• KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, put its first test pattern on the air June 22 at midnight. Bill Ritchie, the station's promotion manager, said the pattern was picked up 75 miles away with "very good results." The station, a CBS-TV affiliate, plans programming for July 1.

• KIMA-TV Yakima, Wash., uhf Ch. 29, will begin commercial programming July 19, Thomas C. Bostic, vice president in charge of television, reported last week. He said the station's GE transmitter had been shipped and that it was due to arrive this week. Testing he added, probably will begin June 30.

THE PLANS being made by C. B. Akers (r) of WEEK-TV Peoria, Ill., and H. M. Crosby, General Electric Co. transmitter development engineer, bore fruit recently when the Illinois station received a 12 kw GE transmitter. WEEK-TV had been operating with a 100 w GE unit since February.

* * *

• KFSD-TV San Diego, Calif., vhf Ch. 10, has a Sept. 1 target date for commercial operation, according to Thomas E. Sharp, president. He said the station plans to air its test pattern in August, and that RCA promised delivery of the station's 10 kw transmitter by the end of this month. Mr. Sharp estimates that it will take four or five weeks to assemble, install and wire the station.

• WIFE (TV) Dayton, Ohio, uhf Ch. 22, now is building its studios at 380 West First St., Ronald B. Woodyard announced. He says the cost of studios will be between $125,000 and $150,000. Two studios, one 40x60 feet and the other 35x30 feet, are being constructed. Mr. Woodyard said all GE equipment was being used, including a 12 kw transmitter which has an ERP of 254 kw visual. The expected on-the-air date for WIFE (TV) is Sept. 15.

REACHING for part of the 10 kw RCA transmitter for KEYT-TV Santa Barbara, Calif., are (l to r) James Hoyt, comptroller; Lloyd Jones, chief engineer, and Colin M. Selph, president. Station plans to be on the air July 25.

* * *

• KSTM-TV St. Louis, assigned uhf Ch. 36, is still making progress in its excavation work for the new building and antenna tower, but William E. Ware, president, reports that if strikes of building materials, construction drivers, and steel workers, are not settled within a few days, construction will have to stop. "Every day of delayed work means a day's delay in telecasting target date," Mr. Ware lamented.

• WERE-TV Cleveland, uhf Ch. 65 grantee, will begin operation as soon as equipment can be obtained, according to R. M. Klaus, station's general manager. He said it was too early to predict an exact on-the-air date.

• WBLN-TV Bloomington, Ill., uhf Ch. 15, will be an ABC-TV affiliate when it goes on the air, probably next Oct. 1, Cecil W. Roberts, president, reported.

• Armistead Rust, president of KTXL-TV San Angelo, Tex., vhf Ch. 8, last Thursday said the station was to begin airing its test pattern at 10 a.m. last Friday. Opening night, he added, is planned for July 6 and the starting date for regular programming is set for July 7.

• RCA Victor has shipped two more low-band vhf transmitters. The units were sent to KFEQ-TV St. Joseph, Mo., assigned vhf Ch. 2, and KYTV (TV) Springfield, Mo., vhf Ch. 3. KFEQ-TV will have an ERP of 52 kw visual and KYTV (TV) will have an ERP of 60 kw visual.

• RCA shipped a uhf transmitter to KAFY-TV Bakersfield, Calif., on Ch. 29. The station's antenna and other equipment will be sent next month, RCA said.

• WTVP (TV) Decatur, Ill., uhf Ch. 17, probably will air a test pattern the first week of July, W. L. Shellabarger, president, reported. The transmitter now is operating, he said, and RCA has advised the station its antenna was to have been shipped by last Friday.

Live network programs will be available in October, Mr. Shellabarger said. He referred to the telephone company's scheduled date for completion of microwave connections into Decatur. Meanwhile, he said, kinescopes of network programs and many live programs will be telecast.

• WREX-TV Rockford, Ill., vhf Ch. 13, revealed plans for a 10,000-sq.-ft. building to include a 32x64 ft. studio, an 18x16 ft. studio and an outdoor studio. Soren Munkhof, general manager, said the call letters are in memory of Rex Caster, son of L. E. Caster, station president, killed in World War II.

Mr. Munkhof said the transmitter site has been changed from east to west of Rockford where Auburn Road intersects Winnebago Road. The new location makes it possible to erect a higher tower, he explained, which in turn will improve the potential signal into Madison and points northwest of Rockford.

Mr. Munkhof was unable to estimate a starting date.

• KJEO-TV Fresno, Calif., uhf Ch. 47, planning its debut for next October, has made the following personnel appointments, according to Edgar L. Deatherage, national sales director: Charles Theodore, vice president in charge of operations; Bert Williamson, chief engineer, and Francis Quinn, director of women's programs. J. E. O'Neill is president and L. E. Chenault executive vice president and general manager.

• WROM-TV Rome, Ga., which also claims coverage of Chattanooga, Tenn., is on vhf Ch. 9. It was listed erroneously as on vhf Ch. 3, which is allocated to Chattanooga and is a contested channel. WROM-TV began operating June 15.

• WTRF-TV Wheeling, W. Va., vhf Ch. 7, plans a Nov. 1 starting date, according to Robert W. Ferguson, vice president and general manager. Mr. Ferguson asserted that the station would be an NBC-TV affiliate and that George P. Hollingbery is the representative.

• John A. Vietor, granted uhf Ch. 48 for San Jose, Calif., said the approximate starting date was three to four months from now. He said equipment probably would be RCA. No network contracts have yet been signed, he added, and no representative has been appointed.

• WGEM-TV Quincy, Ill., vhf Ch. 10, is proceeding rapidly as possible with construction, Joe Bonansinga, general manager, said. The station's studios will be in the Hotel Quincy.

• WOI-TV Ames, Iowa, which had planned to shift from vhf Ch. 4 to vhf Ch. 5 June 20, did not make the change because the construction company which had contracted for the tower work was held up in its schedule and could not be in Ames for adequate preliminary testing, according to a WOI-TV spokesman. The station was to have actually made the move to Ch. 5 last Friday night, and was to have begun telecasting on its new frequency Saturday night.

Roundup of the new starts and imminent target dates shows:

On the Air (With Commercial Programming)

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc., affiliated with DuMont, went on the air June 24.

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc., affiliated with ABC-TV, went on the air last week.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co., went on the air June 15.

June 27

WOSH-TV Oshkosh, Wis., uhf Ch. 48, represented by Headley-Reed TV Inc., affiliated with ABC-TV.

This Week (June 28-July 5)

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc.

July 1

KCMC-TV Texarkana, Tex., vhf Ch. 6, represented by O. L. Taylor, affiliated with CBS-TV.

KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, represented by H-R Television Inc., affiliated with CBS-TV.

WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV Inc., affiliated with CBS-TV.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont.

WTVP (TV) Decatur, Ill., uhf Ch. 17, represented by George W. Clark Inc., affiliated with ABC-TV and DuMont.

July 4

KTXL-TV San Angelo, Tex., vhf Ch. 8, represented by O. L. Taylor Co., affiliated with CBS-TV.

July 12

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair-TV, affiliated with CBS-TV, DuMont and NBC-TV.

July 15

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all TV networks (now on the air with test pattern).

WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television, affiliated with ABC-TV (now on the air with a test pattern).

WCAN-TV Milwaukee, Wis., uhf Ch. 25, represented by O. L. Taylor Co.

WGLV (TV) Easton, Pa., uhf Ch. 54, represented by Headley-Reed TV Inc., affiliated with ABC-TV and DuMont.

WICA-TV Ashtabula, Ohio, uhf Ch. 15, represented by Gill Perna Inc.

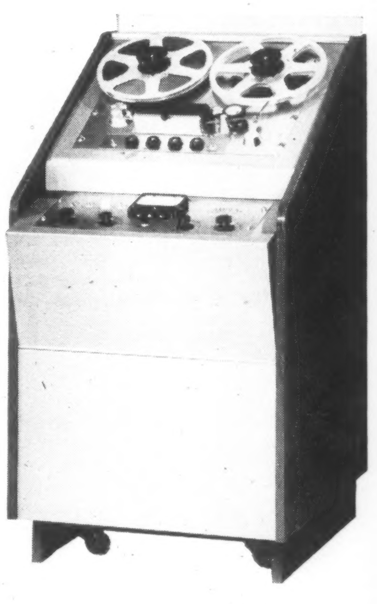
WILK-TV Wilkes-Barre, Pa., uhf Ch. 34, represented by Avery-Knodel Inc., affiliated with DuMont.

WMTV (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont.

WNAO-TV Raleigh, N. C., uhf Ch. 28, repre-

ANNOUNCING

THE **AMPEX 350** TAPE RECORDER



• A NEW MODEL *by the leader in tape recording*

Ever since the first AMPEX (the Model 200) set a milestone in progress by making recorded sound "come to life," the broadcasting and recording industries have rightly expected new AMPEX models to set the pace.

• A NEW SLANT *on operating convenience*

With introduction of the AMPEX 350, a new 30° slant on the top plate puts the reels, editing knobs and all controls within easier reach of any operator — tall or short, standing or sitting. Tape editing is faster and less tedious. Servicing is simplified by pivoting of the top plate and sliding out of the internal assemblies.

• A NEW STANDARD *of reliability*

In precision of timing, response to controls and freedom from breakdowns and repairs, AMPEX Tape Recorders have consistently led the industry. For utmost reliability, this new Model 350 has a three motor tape transport mechanism (previously used in the AMPEX 300, but now available in this lower priced machine).

• A NEW REASON *to change to the best*

Ultra high fidelity recording is now priced within reach of discriminating users in every field — radio stations, home high fidelity systems, schools, industry and professional music. And because the AMPEX 350 is built to last, it will cost the least per hour, per week and per year.

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15 in/sec. — ± 2 db from 30 to 15,000 cycles
7 ½ in/sec. — ± 2 db from 30 to 10,000 cycles
± 4 db from 30 to 15,000 cycles
3 ¾ in/sec. — ± 2 db from 50 to 7,500 cycles

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934 Charter Street, Redwood City, California

sented by Avery-Knodel Inc., affiliated with ABC-TV, CBS-TV and DuMont.

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc. (now on the air with a test pattern).

WTVP (TV) Decatur, Ill., uhf Ch. 17, represented by George W. Clark.

July 16

WISE-TV Asheville, N. C., uhf Ch. 62, represented by The Bolling Co.

July 19

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson Television, affiliated with DuMont.

KIMA-TV Yakima, Wash., uhf Ch. 29, represented by Weed Television.

July 25

KEYT (TV) Santa Barbara, Calif., vhf Ch. 3, represented by George P. Hollingbery Inc., affiliated with all TV networks.

Late July

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by William Rambeau Co., affiliated with ABC-TV and DuMont.

Aug. 1

KEDD (TV) Wichita, Kan., uhf Ch. 16, represented by Edward Petry & Co. (TV Div.), affiliated with ABC-TV and NBC-TV.

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV and DuMont.

KMMT (TV) Austin, Minn., vhf Ch. 6, represented by John E. Pearson TV Inc.

KQTV (TV) Fort Dodge, Iowa, uhf Ch. 21, represented by John E. Pearson TV Inc.

KRBC-TV Abilene, Tex., vhf Ch. 9, represented by John E. Pearson TV Inc.

KTVE (TV) Longview, Tex., uhf Ch. 32.

WENS (TV) Pittsburgh, Pa., uhf Ch. 16, represented by Edward Petry & Co., affiliated with ABC-TV.

WGVL-TV Greenville, S. C., uhf Ch. 23, represented by H-R Television Inc., affiliated with ABC-TV.

WJHL-TV Johnson City, Tenn., vhf Ch. 11, represented by John E. Pearson TV Inc.

WTVU (TV) Scranton, Pa., uhf Ch. 73, represented by The Bolling Co.

Aug. 15

KFAZ-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.

KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc.

WBUF-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television Inc., affiliated with ABC-TV and DuMont.

WPFA (TV) Pensacola, Fla., uhf Ch. 15, represented by Adam Young Television Inc.

Aug. 22

WETV (TV) Macon, Ga., uhf Ch. 47, represented by Headley-Reed TV Inc., affiliated with NBC-TV.

Late August

KRDO-TV Colorado Springs, Colo., vhf Ch. 13, represented by Joseph Hershey McGillvra Inc.

Aug. 5-Sept. 1

WVEC-TV Hampton, Va., uhf Ch. 15, represented by William G. Rambeau, affiliated with NBC-TV.

Sept. 1

KFXD-TV Nampa, Idaho, vhf Ch. 6, represented by George P. Hollingbery.

KSTM-TV St. Louis, Mo., uhf Ch. 36, represented by H-R Television Inc., affiliated with ABC-TV.

WNCT (TV) Greenville, N. C., vhf Ch. 9, represented by John E. Pearson Co., affiliated with CBS-TV.

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by Paul H. Raymer Co., affiliated with CBS-TV and DuMont.

KNUZ-TV 'Square Deal'

KNUZ-TV Houston, which expects to begin commercial operation on Ch. 39 late this summer, has introduced a "Square Deal" rider to its rate card No. 1. The rider provides for flat time rates based on a count of sets in the area, with rates readjusted at the end of 13-week periods until sets in the area reach 35,000, at which time the regular rate card with frequency discounts goes into effect.

WTVH (TV) Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co.

Sept. 10

WNLC-TV New London, Conn., uhf Ch. 26, represented by Headley-Reed TV Inc.

Sept. 15

KFSD-TV San Diego, Calif., vhf Ch. 10, represented by The Katz Agency.

KNUZ-TV Houston, Tex., uhf Ch. 39, represented by Forjoe & Co.

WBCK-TV Battle Creek, Mich., uhf Ch. 58, represented by Headley-Reed TV Inc.

WTOB-TV Winston-Salem, N. C., uhf Ch. 26, represented by H-R Television Inc.

Sept. 27

KCMO-TV Kansas City, Mo., vhf Ch. 5, represented by The Katz Agency.

WMT-TV Cedar Rapids, Iowa, vhf Ch. 2, represented by Katz Agency, affiliated with CBS-TV.

WMAZ-TV Macon, Ga., vhf Ch. 13, represented by Katz Agency, affiliated with CBS-TV and DuMont.

Dunville Tells NBC Guests Ratings Don't Show All

RATINGS fail to tell the complete story of what a client receives when he purchases radio and TV time, Robert E. Dunville, Crosley Broadcasting Corp. president, told NBC executives and salesmen visiting Cincinnati June 19-20.

Headed by William Fineshriber, NBC vice president and general manager, the network sales forces from Chicago, New York and Detroit toured the facilities of Crosley in Cincinnati. A closed circuit telecast brought in the Crosley TV setup in Dayton and Columbus.

Describing the merchandising and promotional work of the Crosley organization, Mr. Dunville said that plus services are both tangible and intangible, and the client should base buying decision on those extra services.

The weekend project, "Mission Main Street," stressed the importance of the Ohio Valley market in radio and television plans of the advertiser.

WFBG-TV Plans 316 kw

WFBG-TV ALTOONA is slated to increase power to the 316 kw maximum July 5, Managing Director Jack Snyder reported last week. He said the boost will make the station the most powerful in the eastern U. S. The station, on vhf Ch. 10 and in operation with 75 kw since March 1, is owned by Gable Broadcasting Co. George P. Gable is president.

Lamb Names Reynolds for D.C.

J. LACEY REYNOLDS has been named by Edward Lamb Enterprises Inc. as its representative in Washington, D. C. Mr. Reynolds has been a capital newsman for 20 years, and in his new post will represent Lamb radio, television and newspaper interests in Pennsylvania, Florida and Ohio.

E. P. H. James Appointed To KVOA-TV Post

E. P. H. JAMES has been appointed coordinator of television planning and public relations at KVOA-TV Tucson, according to R. B. Williams, president of the licensee, Arizona Broadcasting Co.

Mr. James

Mr. James is a former NBC promotion director and vice president of MBS. Before he left New York for Arizona for his children's health, Mr. James was a director of the American Television Society and active in NARTB, BAB and other industry groups.

Noting that Mr. James was in charge of NBC's commercial TV planning in its formative period, Mr. Williams said his experience "will be of great value not only to our operations but also to the advertisers and agencies we hope to serve [as KVOA-TV]. He is one of the pioneers of broadcasting and has taken a key part in the development of both radio and television advertising, with particular emphasis on the merchandising and audience building activities which make the advertiser's dollar more productive."

KVOA is grantee for vhf Ch. 4 in Tucson. It will be affiliated with NBC-TV. Target date for service to begin is Sept. 15.

Funeral Services Held For J. Frank Gallaher

FUNERAL services were held Tuesday for J. Frank Gallaher, 68, treasurer and director of WONE Dayton, Ohio, widely known as operator of a midwestern drug chain comprising 50 stores.

Mr. Gallaher died the night of June 19 at his Dayton home. He had been ill some months, having been stricken during the winter at Miami Beach, Fla.

His broadcast interests included participation in the partnership of Gallaher, Berry & Woodward, applicant for TV Ch. 42 in Memphis. The application was dropped last week.

Survivors are his wife, the former Frances Roberts, of Shelbyville, Ill., and a daughter, Mrs. Rodney J. Reynolds, of Barrington, R. I.

Arthur T. Brush Dies

FUNERAL services for Arthur T. Brush, commercial manager of WHDH Boston, were held Wednesday at the Newton Highlands (Mass.) Congregational Church. Mr. Brush died after a heart attack June 21. He is survived by his wife, the former Lois Newton, and two children.

Harry Geise Dies

FUNERAL services were held Thursday in Burbank, Calif., for Harry Geise, 53, one time manager of KSTP St. Paul, Minn., who died Monday following a heart attack. He was the first announcer for *Amos 'n' Andy* when the radio duo were on WMAQ Chicago in the late 1920s.

KFAD Amplifier Stolen

KFAD Fairfield, Iowa, new outlet now under construction, has reported that a remote amplifier has been stolen from the station. Amplifier, Model CB-65, was manufactured by Gates Radio Co. Serial number is 28872.

WEAR Names Hollingbery

WEAR Pensacola, Fla., has named George P. Hollingbery Co. as national representative, Mel Wheeler, WEAR president and general manager, has reported. Hollingbery also is to represent proposed WEAR-TV there, the station becoming sole applicant for vhf Ch. 3 with the dismissal of the competitive application of WCOA [B•T, June 1]. Mr. Wheeler reported Hollingbery likewise has been appointed national representative of WJDM (TV) Panama City, Fla., new vhf Ch. 7 grantee of which he also is manager. WJDM (TV) plans a Sept. 6 starting date.

H-R Reps. Plans Move

IN LINE with its expansion plans, H-R Representatives Inc. and H-R Television Inc. will move to larger quarters at 380 Madison Ave., New York, in mid-September, Frank M. Headley, president of the radio and television representative companies, has announced. The Chicago offices recently moved to larger quarters in the Pure Oil Bldg.

Christal Opens New Offices

HENRY I. CHRISTAL Co., radio station representative, has opened offices in Boston and Detroit in addition to those already operating in New York, Chicago and San Francisco, it was announced last week. Boston office is located at 581 Boylston St., telephone Copley 7-1180. The manager is Richard Charlton, formerly with the New York office of George P. Hollingbery Co. Joseph Spadea, for the past eight years in charge of the Detroit office of the CBS Radio, is now in charge of the Christal office in that ctiy, with quarters in the Book Bldg. Telephone is Woodward 3-2365.

Representatives Shorts

WCAN-TV Milwaukee appoints O. L. Taylor Co. as national representative.

KSAN-AM-TV San Francisco appoints Joseph Hershey McGillvra Inc., national representative, effective Aug. 1.

WEHT Henderson, Ky., appoints Meeker TV Inc., as national representative.

WHBQ-AM-TV Memphis appoints John Blair & Co., N. Y., national representative, effective July 1.

CHUM Toronto has appointed, effective June 1, Omer Renaud & Co., as representative at Montreal.

KIWW San Antonio, Tex, appoints National Time Sales as representative, effective June 1.

NBC SPOT SALES MOVES TO EXPAND STATION REPRESENTATIONS LIST

The network's Spot Sales Dept., with KSD-AM-TV already on its national representation list, adds KONA (TV) and KGU Honolulu and signifies its intention to add at least one more radio-TV operation. Although SRA is noncommittal, independent representative firms speak up.

A DRIVE to expand its station representation list has been launched by NBC's Spot Sales Dept., evoking prompt but thus far unofficial protests from independent representatives who once before sought to put the networks out of this business.

Spot Sales Director Thomas B. McFadden announced Thursday his department had added KONA (TV) Honolulu to its list and has signed KGU there, besides the previews week's addition of the *Post-Dispatch's* KSD-AM-TV St. Louis as of Oct. 1 [B•T, June 22].

Top officials made it clear that Spot Sales intends to build up its list, and acknowledged negotiations are in progress for signing at least one other major radio-TV entity. The build-up, they said, will not necessarily be in number of stations signed but in the quality of those added.

Spokesmen for independent representation firms described themselves as alarmed by the NBC move and, without indicating whether any such formal move now is being considered, recalled the heated hearings which, at their instigation, FCC conducted on the subject in the winter of 1948-49.

It was the networks' activity in representing affiliates in the sale of national spot business which served at the catalyst leading to formation of Station Representatives Assn. (then known as National Assn. of Radio Station Representatives) in the summer of 1947. In October that year the organization filed a petition with FCC charging that network representation of stations was contrary to the Commission's rules or at least was against public interest.

After detailed hearings in December 1948 and January 1949, FCC finally handed down its decision: This network activity is not contrary to any existing FCC regulation, but FCC would keep under consideration the question of whether rules should be adopted to control such activity [B•T, July 24, 1950]. There has been no indication of recent FCC study on the question.

SRA, successor to NARSR, had no comment last week on NBC's expansion of its list.

While other representation firms contend network representation activity in the national spot field gives the networks too great a "monopoly," "control," and "dominance" over the stations' time and income, the networks claim the field is a perfectly legitimate one for them and that they are thus able to serve their stations and at the same time bolster the lesser revenues they derive from network operation.

NBC officials said their client list in this field now is considerably shorter than CBS. Aside from their respective owned-and-operated stations, NBC Spot Sales represents five TV and two radio affiliates while CBS Radio Spot Sales represents six radio affiliates and CBS-TV Spot Sales represents seven TV affiliates.

* * *

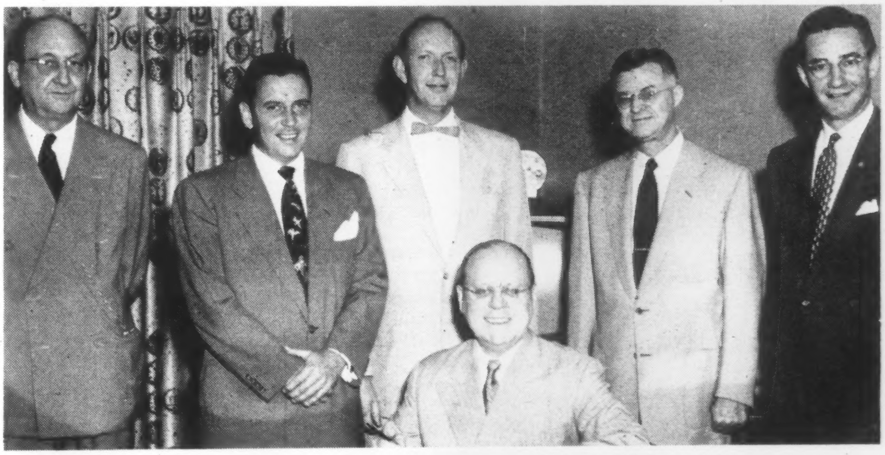
Mrs. Zorbaugh Named ABC General Counsel

GERALDINE B. ZORBAUGH, a member of ABC's Legal Dept. since 1934, has been appointed general counsel of ABC, Robert E. Kintner, president, announced Wednesday.

In January 1950 Mrs. Zorbaugh was named acting general counsel and in January 1952 was designated acting general attorney of the network.

Mrs. Zorbaugh, a member of the New York Bar, is a graduate of the New York U. law school. Prior to joining ABC, she was associated with the New York law firm of Crawford & Sprague.

Prominent in various phases of the broadcasting industry, Mrs. Zorbaugh is a member of the American Women in Radio & Television. She belongs to the Assn. of the Bar of the City of New York and to the Federal Communications Bar Assn. in Washington.



KSD-AM-TV, St. Louis *Post-Dispatch* stations, has appointed NBC Spot Sales as the outlets' national advertising representative, effective Oct. 1 [AT DEADLINE, June 22], and the pact is completed by: seated, George M. Burbach, general manager of the stations; standing (l to r) William P. Rogers, stations' auditor; Thomas B. McFadden, director of NBC Spot Sales; David Pasternak, promotion manager; Edward W. Hamlin, commercial manager, and Harold Grams, program director, all of KSD-AM-TV.

RICE, HAUSER NAMED MBS VPs

APPOINTMENTS of Herbert Rice as vice president in charge of programs for Mutual and Bertram J. Hauser as vice president in charge of co-operative programming, were announced Wednesday by Thomas F. O'Neil, Mutual president.

Mr. Rice, who will continue his activities in the General Teleradio operation, is a radio producer of more than 20 years experience. He joined Mutual in 1945 as creative producer and has served the organization as executive producer and program sales manager.

Mr. Rice

Mr. Hauser

He is credited with having played a major role in development and supervision of a large variety of Mutual shows, including *Bobby Benson, Lanny Ross Show* and *Wonderful City*.

Mr. Hauser came to Mutual from the old Blue network in January 1945 as manager of co-op programming. The network's co-op department, under Mr. Hauser's supervision, is said to have grown to the point where Mutual currently carries more co-op programs than any other network and has more local and regional advertisers than the three other networks combined.

'Breakfast Club' Simulcast May Precede More of Same

DON McNEILL'S *Breakfast Club* entered its third decade of broadcasting last week with a simulcast of the ABC show's 20th anniversary from Chicago's Morrison Hotel.

Following conclusion of the program on both ABC radio and TV networks, there was immediate speculation that the early-morning program might be simulcast periodically this fall. The question loomed, however, whether advertisers may be persuaded to pick up the tab for the television end.

The sponsors to whom ABC probably would make any pitch are Toni Co. and Philco Corp., which sponsored 15-minute and 45-minute segments of the anniversary show, as well as Swift & Co. and O-Cedar. Swift sponsored 30 minutes of the Broadcast, with Toni (Bobbi, White Rain) and Philco sharing the other two periods.

WHBF Sets Switch To CBS Radio Network

WHBF Rock Island, Ill., joins CBS Radio at sign-on Wednesday, Les Johnson, station manager, announced last week. The station operates on 1270 kc with 5 kw, and claims coverage of Rock Island, Moline and East Moline, Ill., and Davenport, Iowa.

WHBF was with the Mutual network from 1939 until 1947, and with ABC from that time until now. WHBF-AM-FM-TV are owned by Rock Island Broadcasting Co., an affiliate of the *Rock Island Argus*.

TV Beats Heat

FACED with overflow registration for its 28th annual convention, the American National Red Cross last week solicited the aid of ABC-TV to arrange closed circuit TV system to link the meeting in Washington's Constitution Hall with extra seating accommodations in the U. S. Interior Dept.'s auditorium. Microwave link was used to span the short jump from Constitution Hall to the Interior auditorium. Not long after the June 22-24 convention was underway, Red Cross officials found more and more delegates becoming "overflow" and leaving the non-air conditioned Constitution Hall to watch proceedings via TV in the air conditioned Interior auditorium.

'Show of Shows' Sets Format Change for Fall

FORMAT of NBC-TV's *Your Show of Shows* will change next season when the program returns on Sept. 5.

"We are going from format to no format at all," Max Liebman producer-director of the show reported.

He currently is in Hollywood negotiating with Danny Kaye, Judy Garland, Betty Hutton, Patrice Munsel, and other stars for appearances on the show. Other negotiations are underway with Sadler's Wells Ballet and NBC Opera.

Four regulars on the show will be the stars, Sid Caesar and Imogene Coca, and character actors Carl Reiner and Howard Morris. Each program will be different in format from the previous week.

Tobacco Network Boosts Willson

PROMOTION of Ken Willson from general sales manager to executive vice president and general manager of the Tobacco Network was announced in New York last week by Harmon Duncan, president of the network of nine stations in eastern North Carolina.

Mr. Willson joined the network 16 months ago from WMRC Greenville S. C., where he was general manager and sales manager.

Mr. Duncan also announced the appointment of H. A. Patten as farm director of the Tobacco Network.

Benny's 'Gaslight' Satire Sealed Pending Court Case

SATIRE version of MGM's "Gaslight," filmed by Jack Benny in mid-June for his next season's TV show, has been sealed until the Los Angeles Federal Court suit, brought by Loew's Inc. and Patrick Hamilton, author of the play, against the comedian, CBS, American Tobacco Co. and several John Does and John Doe corporations, is adjudicated. Hearing is set for July 27 before Federal Judge James Carter.

The defendants originally were enjoined from filming the satire version. Because of the expense and hardship involved in a postponement of the shooting, the court allowed the filming pending hearing for injunctive relief and damages.

Copyright infringement and unfair competition are charged. An accounting of profits on previous comedy take-offs on radio and TV is asked.

RCA Announces Three TV Programming Aids

RCA Victor's Engineering Products Dept. last week announced three TV studio programming aids—film editing equipment, a dual-disc slide projector, and a large-screen projection TV system.

Editing gear includes a complete line of Neumade accessories. The dual-disc projector is designed with push-button control for remote operation, and allows uninterrupted presentation of 2-inch square slides.

The projection system is said to allow studio audiences to follow the program as it goes on the air and to give producers a check on quality of the pickup. Details on the equipment can be obtained from Broadcast Equipment Section, RCA, Camden 2, N. J.

Three Sub-Departments Created at GE Tube Unit

CREATION of three sub-departments within the General Electric Tube Dept. was announced last week by J. Milton Lang, department manager. The Tube Dept., in turn, is one of four product divisions of the GE Electronics Div.

Named general manager of the new Industrial and Transmitting Tube Sub-Dept. was Robert O. Bullard, who will headquarter in Schenectady with responsibility for all engineering and manufacturing activities relating to industrial and transmitting tube products of the Tube Dept.

L. Berkley Davis has been appointed general manager of the new Receiving Tube Sub-Dept., with headquarters in Owensboro, Ky., and parallel responsibilities for receiving tube operation.

Robert E. Lee has been named general manager of the Cathode Ray Sub-Dept. His responsibility for cathode ray tubes corresponds with that of the other sub-department heads.

Prior to these latest appointments all three of the general managers had headed the same operations under the old setup.

Silver Leaves Federal to Join WTVU (TV); Knight Successor

MARTIN SILVER resigned last week as manager of the television division of Federal Telecommunications Labs. Inc., Lodi, N. J., research associate of IT&T, to become vice president and managing director of the Appalachian Co., permittee of WTVU (TV) Scranton.

Succeeding Mr. Silver at Federal will be Gordon C. Knight who has been serving as assistant to the president of IT&T since Aug. 1952. Mr. Knight formerly was associated with the Capehart-Farnsworth Corp. as operations manager of the commercial products division.

After a short vacation, Mr. Silver will take up duties at the Appalachian Co. on July 6. He said that WTVU is expected to go on the air sometime in July.

Tarzian Seeks Selenium

IN AN effort to add to the short supply of selenium, the rectifier division of Sarkes Tarzian Inc., Bloomington, Ind., is offering to purchase defective rectifiers throughout the country. It is believed there are enough of these rectifiers to yield four million pounds of selenium. The company reported it will allow 2½ cents on each rectifier rated at 150 milliamperes or less and 5 cents on each rectifier rated at 200 milliamperes or more.

Chicago Market Show Features New Receiver Lines

THE 1954 line of new radio-TV receivers of leading manufacturers passed on display at the semi annual Home Furnishings Market in Chicago last week.

Keynote of the two-week display was compounded of optimism and the feeling that it will be "a hard-hitting, competitive market." There were also echos of claims that radio-TV set business is dragging and that money is "tight." This was said to be especially true as it involved dealer payments to distributors, with many of the former taking longer periods to pay for their wares.

In addition to main displays, some manufacturers held distributor meetings on the side as a starting point for launching new sales campaigns. About 18,000 buyers were expected to attend the 12-day show.

GE's 1954 TV Set Line

GENERAL ELECTRIC Co. last week introduced its new 1954 line of 24 television receivers at the Midwestern Furniture Mart in Chicago. Three series of chassis are featured, the "Black Daylite" and "Black Daylite Deluxe," which GE says have been in process of development more than two years and represent the "utmost in economical TV receivers," and "Black Daylite with Ultra-Vision," which is "two to three times more powerful than any formerly used in GE sets and provides the best picture at any price," according to Paul H. Leslie, GE TV sales manager.

Stewart-Warner Shows Line

STEWART-WARNER Corp., Chicago, June 20 displayed its new fall line of TV and radio receivers to distributors. Included in the line are 34 TV models, with half of them featuring automatic, all-wave, single knob tuner capable of receiving all 70 uhf and 12 vhf channels.

Full line of radios also was shown at the one-day session at the Drake Hotel.

Crosley's New TV Line

CROSLEY Div. of Avco Mfg. Co. last week announced a new line of 30 TV receivers ranging from 17 to 27 inches, all equipped with its new "Picture Sentry" feature, which it claims eliminates outside interference and makes tuning easier. The 1954 TV models were shown to 500 distributor principals and sales personnel at Crosley's Cincinnati headquarters.

Emerson Slates Meeting

EMERSON Radio & Phonograph Corp. will hold a convention for distributors from all parts of the U. S., Canada, Europe, South America, Central America and the Caribbean Islands in New York June 29-July 1. The complete 1954 Emerson line of television and radio receivers will be displayed.

KFBB-TV Buys DuMont Gear

SALE of a 5 kw vhf television transmitter and related gear to KFBB-TV Great Falls, Mont., was announced June 18 by Allen B. DuMont Labs. J. P. Wilkins is president and general manager of KFBB-TV, which has a Ch. 5 CP.

Plan Louisiana TV Link

A TV channel from New Orleans to Baton Rouge and additional telephone message circuits will be provided early next year by a radio-relay route between those cities to be constructed by Long Lines Dept. of AT&T and Southern Bell T & T Co. if FCC approves plans filed Tuesday.

The 76-mile system will include five channels, according to A. F. Jacobson, Long Lines director of operations, who said there would be one west-bound TV channel and two in each direction for telephone messages and protection. "According to present plans," he said, "the west-bound video channel will be ready to carry network programs to Baton Rouge next February; telephone channels will be completed later in 1954."

Rosenberg Emphasizes Farm Market Importance

IMPORTANCE of the nation's farm market, with "an annual gross income of over $40 billion," to the television set industry was emphasized June 14 by Irving Rosenberg, director of operations for the receiver and cathode-ray tube divisions of Allen B. DuMont Labs. To DuMont salesmen in East Paterson, N. J., Mr. Rosenberg said the lifting of the "freeze" last year has made television coverage available to one-third of the country's farms. He added that he based his optimism on the value of the farm market to TV set merchandisers on the results of a U. S. Dept. of Agriculture survey showing that farm income has tripled since pre-war years and that the average income is now set at a record $7,800 yearly.

DuMont Labs. C-C Sale

ALLEN B. DuMONT Labs last week announced another sale of its portable closed circuit camera equipment, this time to Green Mountain Television Corp., Burlington, Vt., which expects to bring that city local programs over the firm's master antenna system. John Abajian Jr., M.D., is Green Mountain president.

—PERSONNEL RELATIONS—

WKBW SUES UNIONS FOR $250,000

The Buffalo station charges attempts to "coerce and induce" WBKW's customers and prospective customers against dealings with the station.

WKBW Buffalo has filed suit for $250,000 damages against officers and directors of a half-dozen CIO unions, including NABET's local chapter and the Greater Buffalo Industrial Union Council. The suit grew out of a Feb. 3 walkout by NABET in which WKBW was off the air 2¼ hours. (See box below).

The suit also asks a perpetual restraining order forbidding the defendants from interfering with the station's business.

The union maintains WKBW needs 11 technicians, with the station claiming it does not need that many. WKBW asks relief from NABET's alleged acts in "calling upon the customers and prospective customers of the plaintiff to coerce and induce them to discontinue their business dealings with the plaintiff."

In a second cause of action, WKBW asks $5,000 damages from the defendants and others for damage to its transmitting facilities at the time of the walkout, claiming this kept the station off the air "for a considerable time." WKBW states it is bringing the suit in equity because it is without adequate remedy at law and "will be compelled to bring a multiplicity of suits from time to time as the several damages and losses hereafter occur."

Radio Staff Musicians Earn $14.2 Million in '51

FIGURES on musicians employed in radio and television, presented to the 56th annual convention of the American Federation of Musicians in Montreal last week, showed that in 1951 a total of 1,976 worked as staff musicians at U. S. radio stations and grossed $15,262,858.

The report also revealed 2,163 men had works and earned gross salaries of $4,651,152.

WKBW's Dr. Churchill Decries 'Featherbedding'

(See story above)

Dr. CLINTON H. CHURCHILL, president-general manager of WKBW Buffalo, N. Y., is distributing a booklet under his authorship which protests what he describes as "featherbedding" practices by the National Assn. of Broadcast Engineers & Technicians (CIO).

Being sent to "those who use the facilities of the station for the sale of their products, and to others interested in the city's welfare," the booklet describes WKBW's fight with NABET after a walkout by 11 employes Feb. 3.

Titled "Featherbedding. . .a Vicious Practice," the booklet charges five engineers and six technicians "left their jobs without notice after disabling the station's transmitting equipment." He said the station for three years had been required to keep unneeded employes at an expense of almost $50,000 a year.

Maintaining that the Taft-Hartley Act prohibits featherbedding, Dr. Churchill said 10 of the men had been employed at WKBW between 10 and 20 years, while one was employed four years.

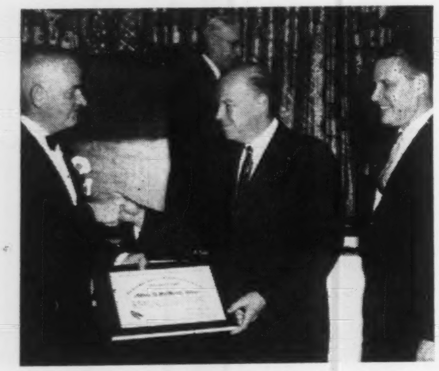
Dr. Churchill said his company had proposed to NABET that the men be kept one year while the company installed new equipment, making their employment unnecessary. After the men left, they were replaced by qualified engineers on a permanent basis. Dr. Churchill said.

He said the new men were necessary to keep WKBW's 50 kw facilities on the air as required by FCC regulations, and that the new men "have been maligned, harassed and threatened, and their property unlawfully damaged and disabled."

The advent of television and the resultant "decrease in radio network income" have caused the FCC to recognize the need for economical operation of all radio stations by such examples as its authorization April 15 of 33 AM and 13 FM stations to operate transmitters by remote control, Dr. Churchill said.

"Any man, displaced by new push-button methods, can find not one, but 20 eager seekers for his services," Dr. Churchill said.

AWARDS



DR. ALLEN B. DuMONT (c), president of Allen B. DuMont Labs, wins the distinguished service award of the New York State Society of Professional Engineers [B•T, June 22]. Presenting the award is H. Gregory Shea (l), while Rodney D. Chipp, director of engineering for DuMont TV Network, looks on.

BRIG. GEN. DAVID SARNOFF (c), RCA board chairman, receives the honorary degree of Doctor of Engineering from Drexel Institute of Technology, Philadelphia. Dr. James Creese (l), Drexel president, presents the award. At right is Harry A. Kuljian, owner of Kuljian Corp., Philadelphia, who also received an honorary degree at the commencement ceremonies.

SPECIAL award by NARTB for his role in originating the register-and-vote campaign by radio-TV during 1952 elections is shown by Joseph P. Wilkins, president-general manager, KFBB Great Falls, Mont. [B•T, June 15].

EDUCATION

KYW Donates Equipment To Phila. Educ. TV Group

KYM-AM-FM Philadelphia has given its television tower, FM transmitter and antenna, all valued at $90,000, to the Delaware Valley Educational TV Corp., bringing closer to reality both an educational FM station and an educational TV station, according to a joint announcement by the two groups last week.

Franklin A. Tooke, KYW manager, said the antenna, erected five years ago and "easily adaptable" to television, is 576 ft. high at its location atop the Architects Bldg. at 17th and Sansom Sts. It can broadcast FM programs at the same time, he said.

Walter Biddle Saul, president of the educational TV organization which represents more than a hundred area educational groups, and W. Laurence Lepage, its chairman, said its board of directors accepted the offer with gratitude. Delaware Valley TV is applicant for noncommercial educational uhf Ch. 35 in Philadelphia.

Mr. Tooke said KYW also has offered the advisory services of its complete staff to help the educational broadcasters start operations. He said KYW will cease its FM operation upon FCC approval of FM operation by the educational group. The KYW licensee, Westinghouse Radio Stations Inc., also is licensee of WPTZ (TV) Philadelphia.

Educational TV Discussed At Wisconsin U. Seminar

SOCIAL role and obligations of educational TV stations were explored by some 45 leaders in that field at a seminar held at the U. of Wisconsin last week. The meeting was conducted June 21-27 by the National Assn. of Educational Broadcasters, with financial aid from the Ford Fund for Adult Education.

Dr. Harry Newburn, president of the U. of Oregon, addressed the seminar in his new capacity as president of the Chicago Educational Television & Radio Center.

Prof. Harold Lasswell, dean of the Yale U. Law School, suggested educational outlets contribute to realization of human dignity.

Changes in adult education methods were predicted by Prof. Lorentz H. Adolfson, extension director, U. of Wisconsin.

Form Pittsburgh Educ. Unit

CITIZENS Committee, to participate in a fund-raising drive, is being organized by the board of directors of WQED (TV) Pittsburgh, noncommercial educational station. About 350 people have been invited to join the committee according to WQED. In addition to working on the subscription drive, which is planned for next fall, some members of the Citizens Committee also will serve on subcommittees to act as advisory panels to consult with the station's board of directors. General chairman of the Committee is Dr. Alfred W. Beattie.

WAAM Fellowship Awarded

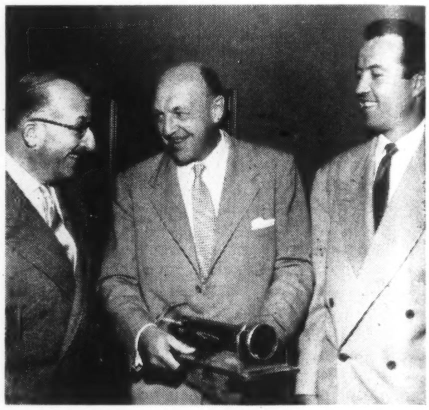
TADEUSZ DANIELEWSKI, NBC New York studio supervisor, has been awarded the $6,000 WAAM (TV) Baltimore Television Fellowship for graduate study at Johns Hopkins U. during 1953-54. Fellowship was established in 1951 by the WAAM board of directors to allow one person currently active in TV to have nine months free to pursue special studies at graduate level which may add to the recipient's effectiveness in his or her career.

INTERNATIONAL

Canadian Campaigns Will Skip Television

CANADA

FOUR national political parties eligible for free time on Canadian Broadcasting Corp. networks have turned down the CBC's offer of free time on its three-station TV network. Thus the forthcoming political campaign culminating in the Canadian federal election on Aug. 10 will see no TV campaigning this year. The parties did not give any reasons for not using TV, and inasmuch as CBC regulations do not permit the CBC to sell political time on its owned stations, there will be no paid TV political campaigning. The picture may change when there are privately-owned TV stations in operation, which will not be until after the election.



INVESTIGATING video advances for possible use in his projected Television Luxembourg, Louis Marlin (l), president-general director of Radio Luxembourg, gets a closeup look at a U. S.-made TV station tube held by Thomas C. McCray, assistant director of NBC Western Div. Raymond R. Morgan Jr., executive of Raymond R. Morgan Co., Hollywood agency, listens in on the explanation.

CARF Names Rimmer To Board Chairmanship

CANADA

H. H. RIMMER, advertising manager of the Canadian General Electric Co. Ltd., Toronto, was elected chairman of the board of directors of the Canadian Advertising Research Foundation Inc., at its recent annual meeting. J. M. Bowman, of Stewart-Bowman-MacPherson Ltd., Toronto advertising agency, was elected vice-chairman, and John Galilee, Assn. of Canadian Advertisers, Toronto, secretary.

It was planned at the annual meeting to reorganize the CARF with a view to admitting additional advertisers and agencies, following a similar move by the Advertising Research Foundation, New York. A study also is to be made on how to better use in advertising and merchandising campaigns the data available at the Canadian government's Dominion Bureau of Statistics.

Grants Time to Alaska U.

ALASKA

SIX stations of the Alaska Broadcasting Corp. will devote free time to the U. of Alaska under a grant made by William J. Wagner, president of the company. Stations involved are KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KIFW Sitka.

XUM

UNITY TELEVISION CORP.
in association with
MAJOR ATTRACTIONS INC.
presents

the "plus 80" TV PROGRAM

20 Charlie Chan Mysteries

THE MAJOR SERIES . . . NEW TO TV . . . STARRING RAY MILLAND, ARLENE WHELAN, CESAR ROMERO, ROBERT YOUNG

20 All Star Adventure Classics

THE ROMANCE . . . THE ACTION . . . THE DRAMA OF THE GREAT AMERICAN SCENE . . . STARRING GARY COOPER, ANN SHERIDAN, JOHN WAYNE

20 International Masterpieces

MASTERPIECES RANGING FROM DUMAS TO OSCAR WILDE . . . PRODUCERS SUCH AS ALEXANDER KORDA AND HAL ROACH . . . STARS AS BRILLIANT AS VIVIEN LEIGH AND PAULETTE GODDARD.

20 Hollywood Major Features

"plus 80"

INTRODUCING TO TV SUCH EXCITING PERSONALITIES AS MARILYN MONROE, JEFF CHANDLER AND JAMES MASON.

UNITY'S CATALOGUE IS GROWING
BIGGER AND BETTER . . . .
1001 TITLES "PLUS 80"

Unity Completes Major Deal For New Lineup Of Top Features; Package Is Called "Plus 80"

Film Pact Offers Great Array Of New TV Stars

With a view towards meeting the urgent demands for new, topflight features from TV stations throughout the country, and increasing its huge library of outstanding film product, Unity Television Corporation has just concluded an unprecedented deal with major producers which will add 80 additional all-star features to its vast library, it was announced by Arche Mayers, president of Unity.

This new group of product, Mayers revealed, has been designated as the "Plus 80" package and includes the following series: 20 All-Star Adventure Classics, produced by one of the foremost studios in Hollywood; 20 Charlie Chan mystery features offering the thrilling adventures of the famous Oriental sleuth, Charlie Chan, created for the screen from the original character by Earl Derr Biggers: 20 new all-star features from the studios of Alexander Korda, Hal Roach and others, and called International Masterpieces; the 18 major attractions produced by Sol M. Wurtzel; and two special features of unusual TV appeal—thus completing the "Plus 80" package.

Great Array Of Stars

The roster of stars in the "Plus 80" package include several Academy Award winners and many players who have been listed among various Ten Best and Box Office champion polls during the past seasons. Double Academy Award winners are Gary Cooper for "High Noon" and "Sergeant York" and Vivien Leigh for "A Streetcar Named Desire" and "Gone With the Wind." Another Academy Award winner is Ray Milland of "Lost Weekend" fame.

Among other prominent stars appearing in the "Plus 80" package are John Wayne, Alan Ladd, Stewart Granger, Paulette Goddard, Ralph Richardson, Ann Sheridan, Randolph Scott, Marilyn Monroe, Burgess Meredith, Phyllis Calvert, Cecil Kellaway, Michael Wilding, Robert Cummings, Jeff Chandler, Buster Crabbe, Richard Arlen, Robert Newton, Eric Portman, Paul Kelly, William Gargan, Jerome Cowan, Margaret Lockwood, Richard Burton, John Justin, Marsha Hunt, and many other brilliant performers.

UNITY'S NEWEST TV STARS

ANN SHERIDAN

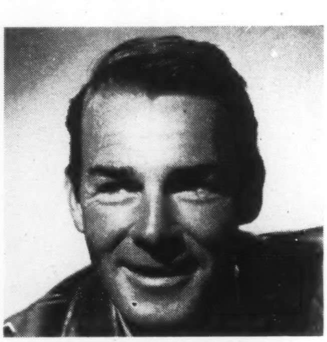
Plays the lead opposite Randolph Scott in "Fighting Westerner," an All-Star Adventure Classic.

GARY COOPER

Double Academy Award Winner plays the starring role in "Blazing Arrows" in Unity's "Plus 80" group.

RAY MILLAND

Academy Award winner for his "Lost Weekend" stars in Unity's thriller "Charlie Chan in London."



RANDOLPH SCOTT

Hollywood's best known action-film star appears in six different Unity All-Star Adventure Classics.

PAULETTE GODDARD

Co-stars with Michael Wilding in "An Ideal Husband," one of Unity's International Masterpieces.

ALAN LADD

Continues his fast-action pace in "Plus 80" with "Hell Town" and "Border Renegade" for Unity.

Stellar Casts Top "All-Star Classics"

With the recent acquisition of 20 All-Star Adventure Classics, Unity Television has added to its new "Plus 80" package a topnotch group of star-studded outdoor classics combining adventure, action and thrilling spectacle—the type of TV films that are always in great demand by young and old alike. Each of these pictures is guaranteed to be welcome film fare at every station and suitable for any type of sponsorship.

WAYNE

Features and casts in the All-Star Adventure Classics include Gary Cooper and Eugene Pallette in "Blazing Arrows"; John Wayne, Alan Ladd and Marsha Hunt in "Hell Town"; Randolph Scott and Ann Sheridan in "Fighting Westerner"; Alan Ladd and Victor Jory in "Border Renegade"; Randolph Scott and Gail Patrick in "Caravans West"; Randolph Scott and Buster Crabbe in "Buffalo Stampede"; Randolph Scott and Gail Patrick in "Law of Vengeance"; Charles Bickford, Marsha Hunt and J. Carrol Naish in "Thunder Pass"; Robert Cummings, Buster Crabbe and Marsha Hunt in "Desert Storm"; Randolph Scott and Barton MacLane in "Challenge of the Frontier."

Also Robert Cummings and Buster Crabbe in "Arizona Thunderbolt"; Richard Arlen and Mary Brian in "Winning the West"; Kent Taylor and Gail Patrick in "Fighting Phantom"; Randolph Scott and Sally Blane in "When the West Was Young"; Russell Hayden and Douglas Dumbrille in "Mark of the Avenger"; Buster Crabbe in "River of Destiny" and other features.

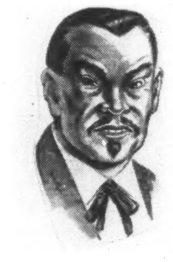
Academy Winners Star In Unity Group

Academy Award winners and several recent movie box office champions appear in major TV films in Unity's new "Plus 80" package. Double Oscar winners are Gary Cooper, of "High Noon" and "Sergeant York" fame—and Vivien Leigh who got her Oscars for "A Streetcar Named Desire" and "Gone with the Wind." Also Ray Milland, who won his Oscar for "Lost Weekend."

☆ "plus 80" The 40 MILLION DOLLAR PROGRAM! ☆
UNITY TELEVISION CORP
1501 B'WAY, N.Y. 36 · LO 4 8234 ☆

Famous Charlie Chan Series in "Plus 80"

Because of the popular demand for mystery thrillers, Unity's "Plus 80" package was specifically designed to include just such a series. Unity has obtained a group of 20 exciting features dealing with the adventures and triumphs of one of the best known and best loved "private eyes" of all times — the master-mind, Charlie Chan. This famous detective, created by Earl Derr Biggers, is brought to the screen in a great series.


CHAN

Features in this group include "Charlie Chan in London" with Ray Milland, Mona Barrie and Alan Mowbray; "Charlie Chan at Treasure Island" with Cesar Romero and Douglas Dumbrille; "Charlie Chan at the Wax Museum" with Marguerite Chapman and Marc Lawrence; "Charlie Chan in City of Darkness" with Lynn Bari and Lon Chaney, Jr.; "Charlie Chan in Reno" with Phyllis Brooks and Ricardo Cortez; "Charlie Chan in Castle in the Desert" with Arleen Whelan and Richard Derr; "Charlie Chan in Rio" with Mary Beth Hughes and Victor Jory; "Charlie Chan in Murder Over New York" with Melville Cooper and John Sutton; "Charlie Chan in Dead Men Tell" with Sheila Ryan and George Reeves; "Charlie Chan in Panama" with Jean Rogers and Jack La Rue; "Charlie Chan in Honolulu" with Phyllis Brooks and George Zucco; and "Charlie Chan's Murder Cruise" with Marjorie Weaver and Robert Lowery.

Variety Of Thrillers

Others in the series are "Charlie Chan in Black Camel" with Robert Young and Bela Lugosi; "Charlie Chan at the Opera" with Boris Karloff and William Demarest; "Charlie Chan at Monte Carlo" with Virginia Fields and Sidney Blackmer; "Charlie Chan at the Circus" with J. Carrol Naish and Keye Luke; "Charlie Chan on Broadway" with Douglas Fowley and Donald Woods; "Charlie Chan in Shanghai" with Irene Hervey and Keye Luke; "Charlie Chan at the Olympics" with John Eldredge and Katherine De Mille; and "Charlie Chan at the Race Track" with Alan Dinehart.

This important series of mystery, action and intrigue will vie with the great "private eye" shows on TV. Sit back in your arm-chair, turn on your set, and try to solve these international mysteries with Charlie Chan, super master-mind detective.

Unity President Is Optimistic on the Future of TV Films

By ARCHE MAYERS

President, Unity Television Corp.

For this year TV film usage and national grosses will surpass all prior expectations and I foresee an even brighter future for TV film distributors. Films, which but a few years ago were considered the stepchild of the TV industry, are steadily increasing in importance as TV material and are even now doing a man-sized job in the industry.

Today, many stations are devoting 50 and 60 per cent of their airtime to films—and most successfully. Stations in New York, Philadelphia, Chicago, and Los Angeles as well as smaller markets are reaping the benefits of film usage and accounting for a high level of income to station operations, which is an unmistakable sign warranting confidence and continued growth. With new stations opening almost weekly to provide additional sources of revenue beyond normal estimates, the sky may well be the limit for TV films. We are in a business of continual expansion . . . new outlets . . . new customers . . . and new revenue.

MAYERS

Trend Now To Library Sales

The day of spot-booking in the TV film field is gone. The trend today is toward complete library sales to stations. Instead of struggling with inflexible weekly feature film supply, new stations are taking a long-range view of their film needs, based on the programming experience of broadcasters who have been in the field. Long-term pacts, which give them access to an entire library of films, allow stations sufficient time and variety of product to tailor a film schedule to meet the individual sponsor and audience requirements in a particular market.

Under the Unity Plan, a station may buy its programming by the hour. The library is sold for a minimum of 500 hours on a year's contract. However, the majority of our library deals are for 1,000 hour sales. Financial advantage to the station is that it gets product for considerably less on a quantity buy. To the distributor, financial returns can best be estimated in terms of man-hours saved by putting all their sales in one contract. If a station insists, Unity will sell in smaller blocks.

Expanding To Co-ordinate All Services

To prepare for this affirmation of my faith in the future prosperity of TV films, Unity Television has completed plans to meet the upsurge of new business. We are doubling our field force and will have sales and market analysts to penetrate every territory. We are exploring sites in Chicago, Atlanta, Dallas and Los Angeles to pin-point regional sales and service depots to coordinate all services. Thus, I cannot help but reiterate my optimism for 1953. Four hundred, five hundred and one thousand stations are no longer an unreality. They will soon dot the map. Millions of feet of theatrical-type film will dominate the air-waves. Unity is prepared with a huge catalog of 1001 titles . . . plus our new "Plus 80" series now being announced.

Again, I say—1953 will be bigger and better than ever for TV films!

MAYERS

Sydney Mayers, Unity's vice president in charge of legal, contract and administrative matters, is well versed in copyrights and music clearances, after many years of legal practice in theatrical and film circles. Sydney's strong point is the protection of Unity and its TV film broadcasters from licensing problems and entanglements.

As a director of the National Television Film Council, he is active in industry affairs, and has joined with other leaders in the TV legal field in an endeavor to foster better understanding and improved relations among the various elements of the trade.

Huge Variety In Unity TV Library

Unity Television Corp., one of the oldest and largest TV film distributors in the field, now possesses the most outstanding variety of TV film fare in its library of more than 1001 titles.

Besides the company's recently acquired "Plus 80" package, Unity's regular catalog contains more than 300 TV features starring such brilliant performers as Cary Grant, Gene Tierney, Victor Mature, Linda Darnell, James Mason, Stewart Granger, William Bendix, Brian Aherne, Marlene Dietrich, Michael Rennie, Lilli Palmer, Merle Oberon, Edward G. Robinson, Alan Ladd, Joan Blondell, Robert Donat, and many others.

GRANT

In addition to the above TV features, the Unity catalog contains titles of 52 Laurel & Hardy comedies; 39 Half-Hour feature programs with topflight stars; 125 cartoons; 44 action-packed Western features and 22 thrilling serials, some available in quarter-hour and regular chapters.

Other TV film fare listed in the Unity catalog includes a fine selection of Streamliners; a series of ten-minute "Stars on Parade" featuring Hollywood, radio and stage stars; popular two-reel comedies starring Charlie Chase; and a variety of musical featurettes.

The regular Unity catalog is available to TV stations, agencies, and sponsors write for your copy of Unity's new, 50-page 1953 catalog of 1001 TV titles.

VIVIEN LEIGH

Double Oscar winner plays the title role in "Anna Karenina," one of Unity's International Masterpieces.

"plus 80" NEW STARS! NEW FILMS! NEW PROGRAMS! UNITY TELEVISION • CORP. • 1501 B'WAY, N.Y. 36 • LO 4-8234

XUM

20 CHARLIE CHAN *Mysteries*

CHARLIE CHAN in LONDON
with
Ray Milland • Mona Barrie

CHARLIE CHAN in CITY OF DARKNESS
with
Lynn Bari • Lon Chaney, Jr.

CHARLIE CHAN'S MURDER CRUISE
with
Marjorie Weaver • Robert Lowery

CHARLIE CHAN in MONTE CARLO
with
Sidney Blackmer • Virginia Field

CHARLIE CHAN AT THE WAX MUSEUM
with
Marguerite Chapman • Marc Lawrence

CHARLIE CHAN in THE BLACK CAMEL
with
Robert Young • Bela Lugosi

CHARLIE CHAN in RENO
with
Phyllis Brooks • Ricardo Cortez

CHARLIE CHAN in CASTLE IN THE DESERT
with
Arleen Whelan • Richard Derr

CHARLIE CHAN in RIO
with
Mary Beth Hughes • Victor Jory

CHARLIE CHAN in MURDER OVER NEW YORK
with
Melville Cooper • John Sutton

UNITY'S "

20 Charlie Chan Mysteries 20 Hollywood Major Productions 20

XUM

NEVER BEFORE SHOWN ON TV!

Follow the Maze of MYSTERY—ACTION and INTRIGUE with the World-famous Wizard Detective — CHARLIE CHAN!

co-starring

Ray Milland, Arleen Whelan, Cesar Romero, Robert Young, Mary Beth Hughes, Victor Jory, Boris Karloff and J. Carroll Naish . . .

CHARLIE CHAN AT TREASURE ISLAND
with
Cesar Romero • Douglas Dumbrille

CHARLIE CHAN AT THE CIRCUS
with
J. Carroll Naish • Keye Luke

CHARLIE CHAN in DEAD MEN TELL
with
Sheila Ryan • George Reeves

CHARLIE CHAN in PANAMA
with
Jean Rogers • Jack La Rue

CHARLIE CHAN in HONOLULU
with
Phyllis Brooks • George Zucco

CHARLIE CHAN AT THE OPERA
with
Boris Karloff • William Demarest

CHARLIE CHAN on BROADWAY
with
Douglas Fowley • Donald Woods

CHARLIE CHAN in SHANGHAI
with
Irene Hervey • Keye Luke

CHARLIE CHAN AT THE OLYMPICS
with
John Eldredge • Katherine De Mille

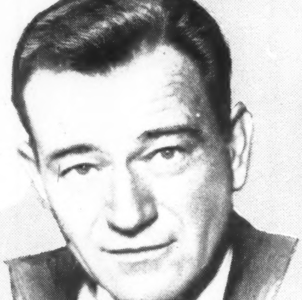
CHARLIE CHAN AT THE RACE TRACK
with
Alan Dinehart • Frankie Darro

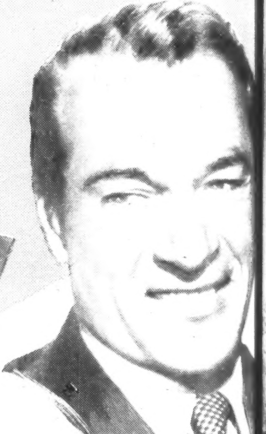
UNITY
TELEVISION
★ CORP. ★
1501 B'WAY, N. Y.
LO 4-8234

"PLUS 80"

20 International Masterpieces 20 All-Star Aaventure Classics

The ROMANCE - - - - ACTION
.... DRAMA and PASSION
# of the Great American Scene





GARY COOPER in BLAZING ARROWS
with Charles Winninger • Eugene Pallette

ANN SHERIDAN in FIGHTING WESTERNER
with Randolph Scott

ALAN LADD in BORDER RENEGADE
with Victor Jory

RANDOLPH SCOTT in BUFFALO STAMPEDE
with Buster Crabbe • Barton MacLane

CHARLES BICKFORD in THUNDER PASS
with Marsha Hunt • J. Carroll Naish

RANDOLPH SCOTT in CHALLENGE OF THE FRONTIER
with Barton MacLane

RANDOLPH SCOTT in WHEN THE WEST WAS YOUNG
with Sally Blane

HERITAGE OF THE PLAINS
with Russell Hayden • Donald Woods • Evelyn Venable

BAD MEN OF ARIZONA
with Marsha Hunt • Buster Crabbe

WINNING THE WEST
with Richard Arlen • Mary Brian

UNITY
TELEVISION
★ CORP. ★
1501 B'WAY, N. Y.
LU 4-8234

THE GREATEST STARS HE

Truly 20 All St

UNITY'S "

20 Charlie Chan Mysteries 20 Hollywood Major Productions 20

20 ALL★STAR Adventure CLASSICS

JOHN WAYNE in HELL TOWN
with Alan Ladd • Marsha Hunt

RANDOLPH SCOTT in CARAVANS WEST
with Gail Patrick • Raymond Hatton

ROBERT CUMMINGS in DESERT STORM
with Buster Crabbe • Marsha Hunt

RANDOLPH SCOTT in LAW OF VENGEANCE
with Gail Patrick • Jack La Rue

ROBERT CUMMINGS in ARIZONA THUNDERBOLT
with Buster Crabbe • John Miljan

VICTOR JORY in BAD MEN OF NEVADA
with Jean Parker • J. Farrell MacDonald

KENT TAYLOR in FIGHTING PHANTOM
with Gail Patrick • Irving Pichel

MARK OF THE AVENGER
with Russell Hayden • Douglas Dumbrille

RIVER OF DESTINY
with Buster Crabbe • June Martel

TEXAS DESPERADOES
with Buster Crabbe • Katherine De Mille

RS. HE GREATEST AUTHOR

l S dventure Classics!

S "PLUS 80"

ns 20 International Masterpieces 20 All-Star Adventure Classics

20 INTERNATIONAL M

from Alexander Korda, Ha

Screened from the pages of literature's greats

VIVIEN LEIGH

PAULETTE GODDARD

MICHAEL WILDING

VIVIEN LEIGH in
ANNA KARENINA
with Ralph Richardson

BURGESS MEREDITH in
MINE OWN EXECUTIONER
with Dulcie Gray • Kieron Moore

ERIC PORTMAN in
WANTED FOR MURDER
with Dulcie Gray • Derek Farr

WILLIAM EYTHE in
MEET ME AT DAWN
with Hazel Court • Basil Sydney

ROBERT NEWTON in
SNOWBOUND
with Dennis Price • Stanley Holloway

CECIL KELLAWAY in
HURRICANE AT PILGRIM HILL
with Virginia Grey • David Bruce

GRETA GYNT in
I AM A STRANGER
with James Hayter

JOHN JUSTIN in
HOT ICE
with Barbara Murray

FRANCES DAY in
TREAD SOFTLY
with John Bentley • John Laurie

SALLY NEWTON in
NO HAUNT FOR A GENTLEMAN
with Gus MacNaughton

UNITY'S

20 Charlie Chan Mysteries 20 Hollywood Major Productions 20

XUM

STAR FOR STAR—TOPS in T-V!

ILMASTERPIECES...

la, Hal Roach, other Major Studios!

reats . . DUMAS—TOLSTOY—WILDE to name a few!

PAULETTE GODDARD in
AN IDEAL HUSBAND
with Michael Wilding

STEWART GRANGER in
LOVE STORY
with Margaret Lockwood • Patricia Roe

KIERON MOORE in
A MAN ABOUT THE HOUSE
with Margaret Johnston • Dulcie Gray

ERIC PORTMAN in
UNCENSORED
with Phyllis Calvert • Griffith Jones

JOHN HUBBARD in
THE SWORD OF D'ARTAGNAN
with Mel Archer • Robert Clarke

DENNIS PRICE in
NOOSE FOR A LADY
with Rona Anderson • Ronald Howard

RICHARD BURTON in
GREEN GROW THE RUSHES
with Jean Patterson

DEREK BOND in
DISTANT TRUMPET
with Jean Patterson

ELSIE RANDOLPH in
CHEER THE BRAVE
with Roger Livesey

PETER HAMMOND in
COME BACK, PETER

BURGESS MEREDITH

STEWART GRANGER

RICHARD BURTON

UNITY
TELEVISION
★ CORP. ★
1501 B'WAY, N. Y.
LO 4-8234

S "PLUS 80"

s 20 International Masterpieces 20 All-Star Adventure Classics

20 Hollywood Major Features

presenting to TV

exciting MAJOR Hollywood Personalities

including these stars

MARILYN MONROE

JEFF CHANDLER • JAMES MASON

OSA MASSEN • PAUL KELLY

. . . Produced by Sol M. Wurtzel in Hollywood as recently as 1949 . . . now booked by CBS, New York, Washington; ABC, Los Angeles, San Francisco, Detroit; WPTZ, Phila.; WSB, Atlanta; and many other stations, sponsors, and agencies.

* * *

ROSES ARE RED
Jeff Chandler and Peggy Knudsen

* * *

STRANGE JOURNEY
Paul Kelly and Osa Massen

* * *

RENDEZVOUS 24
William Gargan and Maria Palmer

* * *

CRIMSON KEY
Kent Taylor and Doris Dowling

* * *

DEADLINE FOR MURDER
Paul Kelly and Sheila Ryan

* * *

DANGEROUS MILLIONS
Kent Taylor and Dona Drake

* * *

TROUBLE PREFERRED
Peggy Knudsen and Lynne Roberts

* * *

ARTHUR TAKES OVER
Lois Collier and Jerome Cowan

* * *

FIGHTING BACK
Paul Langton and Joe Sawyer

* * *

DANGEROUS YEARS
Marilyn Monroe and Jerome Cowan

* * *

HALF-PAST MIDNIGHT
Kent Taylor and Peggy Knudsen

* * *

NIGHT WIND
Charles Russell and Virginia Christine

* * *

MISS MINK
Jimmy Lydon and Lois Collier

* * *

TUCSON
Jimmy Lydon and Penny Edwards

* * *

INVISIBLE WALL
Jeff Chandler and Virginia Christine

* * *

SECOND CHANCE
Kent Taylor and Betty Compson

* * *

JEWELS OF BRANDENBURG
Richard Travis and Carol Thurston

* * *

BACKLASH
Jean Rogers and John Eldredge

including **JAMES MASON**
They Were Sisters
PHYLISS CALVERT • HUGH SINCLAIR

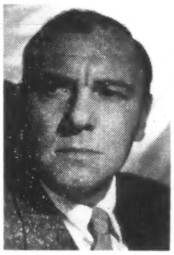
ASSASSIN FOR HIRE
SIDNEY TAFLER • RONALD HOWARD
A Killer Whose Gun Is For Hire

Unity TV Features Top Film Stars

A galaxy of screen stars who have scored with millions of American audiences in many hit films appear in the 20 new major features that are included in Unity's "Plus 80" package. Labelled "International Masterpieces" and produced by Alexander Korda, Hal Roach and others, this group offers, for the first time on television, the greatest array of international favorites in some of the finest feature films ever produced.

GRANGER

Among the stars and features comprising the International Masterpieces are: Vivien Leigh and Ralph Richardson in "Anna Karenina"; Paulette Goddard and Michael Wilding in "An Ideal Husband"; Burgess Meredith and Dulcie Gray in "Mine Own Executioner"; Stewart Granger and Margaret Lockwood in "Love Story"; Robert Newton in "Snowbound"; Richard Burton and Roger Livesey in "Green Grow the Rushes"; John Justin and Barbara Murray in "Hot Ice"; Kieron Moore and Margaret Johnston in "A Man About the House"; Eric Portman in "Wanted for Murder"; William Eythe in "Meet Me at Dawn"; Phyllis Calvert and Eric Portman in "Uncensored"; John Hubbard in "The Sword of D'Artagnan"; and Cecil Kellaway and Virginia Gray in "Hurricane at Pilgrim Hill."


RICHARDSON

Other major features in this group are "Noose For a Lady"; "I Am a Stranger"; "Tread Softly"; "Distant Trumpet"; "Cheer the Brave"; "Come Back, Peter"; and "No Haunt For a Gentleman," all with prominent screen celebrities who have established enviable reputations.

NEWTON

UNITY HIGHLIGHTS

● ● ● Unity's "Plus 80" represents a production cost of approximately 40 million dollars. Many of the films comprising this group cost in excess of a million dollars each to produce, but reaching an over-all estimate, officials of Unity Television Corporation have estimated the aggregate cost of this group to exceed 40 million dollars. This is probably the most expensive group of films ever offered to the television market.

☆ ☆ ☆ ☆

● ● ● Unity is proud of many "firsts." The "Plus 80" is the first multi-million dollar package in TV history. Unity's catalog listing 1,001 titles was an industry "first"; the famous Laurel and Hardy comedies were a big-time rating "first," and the stars shining in Unity's "Plus 80" (such as John Wayne, Vivien Leigh, Gary Cooper, Paulette Goddard, Randolph Scott, Ray Milland, Marilyn Monroe, Alan Ladd, Ann Sheridan, etc.) surely represent many "firsts" in TV Hollywood star debuts.

☆ ☆ ☆ ☆

● ● ● Twenty Charlie Chan major mysteries, starring Ray Milland, Marguerite Chapman, Robert Young, Cesar Romero, Arleen Whelan, Virginia Field, Boris Karloff, Bela Lugosi, etc., represent the first major mystery series to be available for TV, geared for programming and TV continuity.

☆ ☆ ☆ ☆

● ● ● Hal Roach, Jr., originally got his start in films producing comedies among which are the famous Laurel and Hardy comedies and Charlie Chase series. Many famous stars of today have risen through the comedy training on the Hal Roach lot. In addition to producing "Sword of D'Artagnan" and "Hurricane at Pilgrim Hill," Hal Roach Studios produced such films as the "Topper" series, "Of Mice and Men" and "One Million B.C."

☆ ☆ ☆ ☆

● ● ● Alexander Korda, who made many of the major features in Unity's International Masterpieces group, has produced numerous outstanding features throughout the continent. Some of his best remembered films were "Henry VIII," "Scarlet Pimpernel," "Four Feathers" and many others.

☆ ☆ ☆ ☆

● ● ● Sid Weiner, who handles Film Booking and Programming for Unity, has been directly responsible for two top honors awarded to the firm. In the second national quarterly TV film survey conducted by Billboard, first place in the categories of "Best Shipping" and "Best Labeling and Leaders on Film" were voted to Unity. Another prize earned by Weiner's perfect station relations is the nickname of "Never-Miss Sid." He knows the meaning of "the show must go on" and its great importance to TV stations.

WEINER

Coming Soon . . . "50 Years Of Boxing"

Unity Television is now preparing a symposium of 50 years of boxing revealing some of the most thrilling fights of the great masters of the ring from 1907 to date. Many of these fights were fought without a "third man" in the ring and the gladiators really slugged it out.

From Tommy Burns, Freddy Welsh and Jimmy Wilde to Mickey Walker, Joey Maxim and Lee Savold, this half-hour tailor-made show brings you the great moments in ring history—the highlights of 50 YEARS OF BOXING!

Unity Sales Reps Cover Entire U. S.

In anticipation of expanded sales activity with the acquisition of its new "Plus 80" package and ever-increasing interest in the company's Random Library Plan, Unity Television sales force now encompasses the entire country.

Unity representatives covering various sections of the country and working closely with both stations and sponsors are: Len Firestone, formerly with radio and television stations throughout the East, North Eastern division manager; Connie Lazar, one of the pioneer TV film representatives since the inception of the industry, Western division manager; and Bob Hoffman, formerly with NBC and MCA now Unity's South Central division manager. Also Bill Young, formerly with Vitapix, now handling the North Central division; Vic Bikel, formerly with UA now Unity's Southwestern division manager; and Jim Orchard, formerly with Paramount TV and KOTV in Tulsa, recently appointed to take over the South East.

FIRESTONE

LAZAR

HOFFMAN

BIKEL

YOUNG

ORCHARD

☆ "plus 80" Unity adds the "MIGHTY 80" to it's 1001 TITLES! UNITY TELEVISION CORP. 1501 B'WAY, N.Y. 36 · LO 4-8234 ☆

XUM

UNITY'S "*Plus 80*"

20
CHARLIE CHAN
Mysteries

20
INTERNATIONAL
Masterpieces

20
ALL-STAR
Adventure Classics

20
HOLLYWOOD
Major Package

"*Plus 80*"

and 1001
TITLES

1001 TITLES *from* UNITY!

- ★ 300 FEATURES
- ★ 52 LAUREL & HARDY comedies
- ★ 39 HALF HOUR Programs
- ★ 125 CARTOONS
- ★ 40 WESTERNS
- ★ 22 SERIALS

SHORTS
CARTOONS
MYSTERIES
FEATURETTES
SERIALS
WESTERNS
FEATURES
DRAMAS
COMEDIES
MUSICALS
SPORTS
LAUREL & HARDY'S

UNITY TELEVISION CORPORATION

EXCLUSIVELY DISTRIBUTED FOR TELEVISION BY

UNITY TELEVISION CORPORATION

1501 BROADWAY, NEW YORK 36, N. Y. • LOngacre 4-8234

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BROADCASTING

TELECASTING

features

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING Readers' Service, Room 879 Press Bldg., Washington 4, D. C.

It Pays To Take 5

for 5 years KTLA Channel 5 has built the top live programs in Los Angeles.

THIS MONTH It's

LAWRENCE WELK
and his champagne music

SPADE COOLEY
and his western varieties

INA RAY HUTTON
and her all girl show

FROSTY FROLICS
the musical review on ice

CAFE CONTINENTAL
with Roberta Linn

SEE IT LIVE ON CHANNEL FIVE

KTLA
Paramount Television Productions Inc

KTLA Offices and Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-3131
Eastern Offices • 1501 Broadway, New York 18 • BRyant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES

XUM

Reaching for the Sky

There is no such thing as programs remaining static, or "by formula" at WREC. Programming is kept fresh, interesting, keyed to the moment . . . constantly reaching for that which is better.

That this practice pays off in listeners is proved by the latest Standard Audit & Measurement Reports and Hooper Ratings. These reports show why we say WREC delivers the "Better Half" of both Rural and Metropolitan listeners with a single schedule.

Join the ever-increasing list of advertisers who know that their message on WREC carries MORE prestige . . . produces MORE sales, yet actually costs 10% LESS, per thousand listeners than in 1946.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5,000 WATTS

features

- How to make a profit on television news. Page 94.
- Baseball re-creation by teletype. Page 98.
- WDSU-TV is in the boxing business. Page 100.

A radio success story:

A BIG BANK BANKS ON CALIFORNIA RADIO

ALTHOUGH not confining the promotion of any of its services to a single medium, Bank of America assigns radio an important role in its effective use of California media. Success with radio in its advertising and public relations over the years has been the result of carefully matching purchases with clear-cut objectives.

"We are a mass bank, servicing all of California," says Henry L. Buccello, advertising manager. "Therefore we try to develop programs which will reach as broad a segment of the state's population as possible. However, we must always maintain good taste, stability and dignity. Our customers expect it of us."

An occasional user of radio in past years for specific departments, it was in early 1950 that Bank of America went looking for a low-budget program which combined the appeal of a personality and a public service format for continued expansion of the company's goodwill within the communities it serves.

The idea was tested with participation programs on various California stations. Among the personalities selected was Ralph Story, identified as the *Morning Host* on KNX Hollywood, the CBS owned and operated radio station. This choice proved to be an especially happy one for Bank of America, according to executives of Charles R. Stuart Advertising, San Francisco agency servicing the account.

During the KNX campaign which started in February 1950, Mr. Story and the bank developed an informative and informal approach which has since characterized Bank of America's California radio advertising.

Quick Results, Quick Expansion

Originally assigned to present the bank's "Timeplan" loans, that brief campaign had results that were so immediate and effective that Bank of America on March 13, 1950, started sponsoring Mr. Story in a Monday through Friday *Top of the Morning* strip on KNX.

It was with this program that the successful format of the bank's radio began to hit its stride, according to Mr. Buccello. On *Top of the Morning*, from 7:15 to 7:30 o'clock, Mr. Story, then as now, combined his own easy-going humor with top recordings, weather information, and news of amusement and civic events of the day to come. This "calender of events for Californians," as it is now identified, has become an especially important feature of the program, bank officials declare. Civic groups within California communities regard a mention on the program a top interest builder for their events.

As a result the cooperation between these groups and Bank of America branches throughout the state, in the words of one manager has "been one of the best ways of gaining community recognition and goodwill."

Using the basic format of its KNX series, Bank of America in Sept. 1950, shifting to a nighttime spot, expanded coverage with a once weekly 15 minute *Top of the Week* on Columbia Pacific Radio's California Network (KNX KCBS KFRE KFMB KROY KHUM KXOC KERN KMBY KCMJ KGDM). Approximately six months later, on Feb. 26, 1951, using the same regional network, the banking firm reverted back to early morning time and expanded to its present Monday through Friday *Top of the Morning* with Ralph Story.

Use of the early morning time, bank officials feel, gives a more economical combination of family listening and frequency of impact.

Copy on the morning broadcast is intimate and friendly. It never high pressures. The approach used recognizes that financial problems can beset all listeners. And the commercials create the feeling that the bank is interested in helping them . . . that their problems aren't without a solution . . . and that the financial services and advice which a Bank of America branch can give them will often solve those problems without creating new ones.

Service to People and Places

Because the approach is institutional in nature, yet personal in appeal, Bank of America uses the program to stress its services to individuals and through them, the community.

Thus, Mr. Story on his daily morning broadcast has presented, in addition to "Timeplan" loans, the bank's LISA (Life Insured Savings Account) plan, its home building and home loan operations, and various savings plans such as the Christmas Club.

Mr. Story's common sense treatment of Bank of America's Christmas Club has been particularly successful, Mr. Buccello declares. By relating the problem of starting the savings habit in terms which listeners can readily identify and citing listeners' experiences, he shows how the Christmas Club habit leads not only to other types of savings accounts, but also how it teaches the important lessons of money management.

With the banking firm having clients from all media, executives are reluctant to give a breakdown on radio's pull. The bulk of Bank of America's radio expenditure today however is for *Top of the Morning*, with spot announcements and special programs added in markets where additional impact is desired.

Published figures show that Bank of America spent less than $100,000 on regional network radio during 1952 and while executives refrain from discussing what percentage of new or renewed business the program has brought in return, renewal of *Top of the Morning* on last Feb. 23 for another 52 weeks is an indication of its success.

TELEVISION NEWSC

News programming, including local coverage, can be as profitable for TV stations as it has been for radio. The trick is to keep the cost within recoverable limits. Here the veteran news director of WHAS-TV Louisville tells how that station makes its news pay.

WHEN sight was added to sound and radio became a two dimensional medium, a little band of intrepid explorers went plunging off into an unexplored wilderness. Those sturdy pioneers of our industry were better outfitted than any in history. Anything and everything that money could buy was theirs. In the field of news, I cite you the clasic example of the station which undertook a daily newsreel with a sorry little staff of only 40 cameramen.

It was not long, although the business office no doubt anguished through an eternity, before that station realized that it had undertaken the economically impossible. It could get a 15-minute film show of sorts together every day. But nobody, not even the gold vault at Fort Knox if it were interested in sponsoring television, could finance such a thing and remain solvent.

Four or five years ago in New York City, one of the hardy pioneers connected with this ill-fated newsreel told the National Assn. of Radio News Directors that it was absolutely impossible to produce newsreel films for television for less than $100 per minute. That was rock bottom, he said, and he gave figures and evidence to prove his case.

It was this example and this kind of cost in the early days that discouraged a good many people from trying to use television as it should be used—that is to say, with a filmed, daily newsreel, to present news.

In all fairness let's put the blame where it belongs for that ridiculous, uneconomic, and impractical approach to what is, after all, a busines proposition. There was so much money floating around in the early days of television and advertisers were so eager to buy time, any old time and any old program at all, that it must have been difficult to think in terms of profit and of balancing the budget.

In those pioneering days the trail was being slashed through an exciting wilderness. There were new wonders every day or two, and it was pretty difficult just to keep up with the crowd, let alone take occasional readings of the economic compass to find out where you were.

There wasn't much reason to find out, either, because there seemed to be no limit to the money rolling in. If you needed a new camera, you bought it. If you needed another man, you hired him. If you wanted a new car, you ordered it. Eventually the day of reckoning had to come. It is with us now.

Those pioneer days with money growing on trees must have been wonderful ones. I'm happy, though, that I never knew them except indirectly. The wilderness *we* carved *our* way through in getting into television news was a somewhat different one. Our owners and management were scared to death of the totally uneconomic possibilities of a daily newsreel, because they had seen what happened to others.

Cautious Start

Our management, however, was operating on a different philosophy from that which had guided other pioneers in the business. We came onto the television scene in a competitive situation. We were the second station in the market and we were 18 months late in arriving. We decided it would be prudent policy to go slowly, and try to break even, or even, if possible, make a little profit, instead of plunging in headlong as so many others had done—and find out if we could swim after we got in the water.

So, instead of buying the extra equipment or hiring the additional manpower, we scraped along with what we had. As a matter of record, not one person was added to the payroll until there was a demonstrated imperative need. And that need had to be proved and proved again.

I'm very happy today that we followed into the wilderness, and did not have all the luxury that accompanied those very first pioneers. Our trail was not as exciting, but it was a lot more difficult. And we know where we are. We're on the black side of the ledger—and we haven't acquired any expensive luxuries along the way that will make life tough for us in the days to come, the days of economic awareness and of possible retrenchment.

Because those days are with us, and will be from now on. You can read, today, in the publications of our trade about the hard calculating eye that sponsors are casting at television costs. All of you know the difficulties the networks are having in peddling their super colossal productions of the utterly stupendous price tag. There are lots of young geniuses in television who can turn out a Cecil B. DeMille epic every two or three weeks, and they can do it for only a little more than DeMille spends.

But the boys who'll have the jobs in the next year or five or ten years, are the ones who can put on a really good show at a price that will please sponsors and completely satisfy the watching public. They don't need to be expensive shows. And that goes for news. At which point we seem to have come down to some hard facts about how to make television news pay. It can be done.

We have done it at WHAS-TV. Our news programs have been a profit item since a matter of a few weeks after we started in television three years and one month ago. They've had a high audience rating from the beginning, too.

There are five things to consider in making television news pay, make it for your TV station the goose that lays golden eggs, as it is in radio. The first thing is cost of production. This is also the second, third, fourth, and fifth items.

If your manpower and daily newsreel costs are prohibitive, you can't sell your product, and if you can't sell it, then news—or whatever the program may be—is too much of a luxury to be supported by the average station. We are in this business to perform a service and for doing it we are entitled to a profit. You can't perform your service in bankruptcy.

How much then, should your television

CAN PAY OFF

By Richard Oberlin

news cost? The price will come as something of a shock to the radio station manager who has a one-man news room, or a part-time reporter, or an announcer reading copy on the air. But, then, with one or two most remarkable one-man news room exceptions, those radio operations are not providing a news service.

Let's start with manpower. It will take three full-time men to give you a basis from which to work. We are including one full-time cameraman in this trio, because it is my contention that a television station that does not provide a daily newsreel is not using television to present news. A trained newscaster can do a better job reading complete, well-written newscasts on radio than he can trying to ad-lib facts in front of a camera.

Your three men will be a cameraman, a co-ordinator (at least that's what we call him for lack of a better name) and a news director.

The cameraman shoots film and keeps his cameras in working condition. The co-ordinator edits film, writes narration, backstops as a second cameraman when you have two stories at the same time, and directs the news program. The news director is general supervisor, and does the actual on-camera news and reads the film narration.

In addition to these three somebody has to process the film and, for the sake of economy, break up 1,000 foot rolls into spools of 100 feet each. That takes an average of two hours a day. The manpower can be taken from any of a number of places. Since maintenance of your developer is also an item, probably the most practical place is from the engineering crew if a man can be spared at the right time. If not, the film editor should be able to run it through. Or the cameraman—although that's likely to give him a long day and presents some complications because he should be writing out a report on what he's filmed during the day while the stuff is going through the soup.

In any case, the total payroll for these three full-time men and one part-timer will run from $300-$350 a week.

Your next basic cost is a news service. For competitive reasons none of the wire services is eager to quote an exact price, and the amount you pay is bound to depend on a lot of factors—including how shrewd a bargainer you are. To get some sort of answer, I asked the wire services: "How much would you charge for radio wire only in an average size community with 200,000 television receivers?"

The price, I gathered from much hemming and hawing and beating around the bush might be as low as $60 a week, or as much as $100. For the sake of what I believe is reasonable accuracy, let's take $75. A difference of a few dollars isn't going to make a whole lot of difference, anyhow. That makes our total cost so far for running the news room $375-425 per week. Add to that $60 for film and developing chemicals. That figure gives you 500 feet of film per day—roughly 15 minutes—from which to edit down what is usable. It is too high, but there's no sense in figuring it too low because unusual things always are happening which throw your film budget completely out of kilter. Actually, we average about 400 feet per day for our newsreel—which gives up, daily, approximately 5 minutes of edited film.

Then, to get around the city to capture for posterity the great events that a cameraman films, you need an automobile. That can be figured about any way you choose. Our experience shows our cameraman averages about 40 miles a day. There are days when he drives nearly 200 miles, but there are plenty of other days when

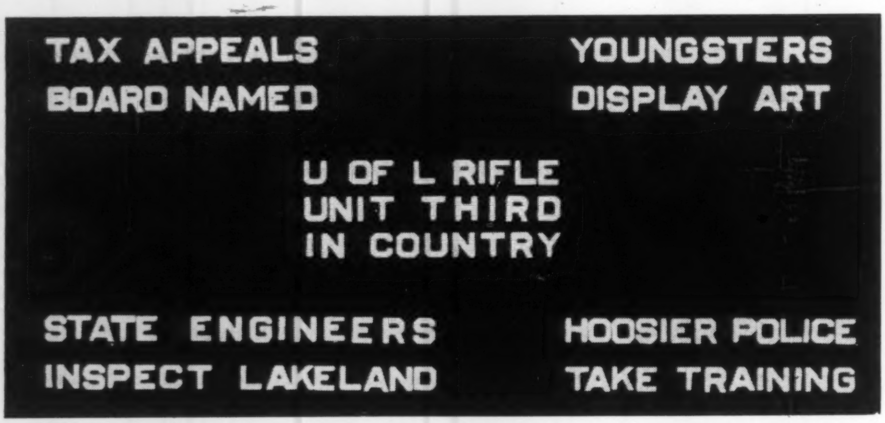
Mr. Oberlin (above) depends upon a three-man unit to produce the local newsreel for WHAS-TV. Unit (right) consists of (l to r) Bob Boaz, day news editor who makes assignments; Cy Smith, TV news coordinator who edits film, writes narration, assembles newscast, and Jack Murphy, photographer who shoots film and gathers facts.

it's only 10 or 15. For the sake of a figure let's use the amount paid per mile by the networks, and let me note right here, I'm appalled at the lavish way the networks throw money around, their figure is 10 cents per mile. That comes to $20 a week, on the basis of a 5-day week.

And we have a grand total of just over $500 per week for operating your news room.

For this investment you get a couple of 15-minute news programs per day, in which you should have about 5-minutes of local newsreel. How can you make money at those prices? What man in radio ever heard of a $100 per program production cost for a newscast? Not in these middle-sized stations in middle-sized cities that we're talking about you don't get prices like that!

Let me cite some economic facts of television life. The very cheapest kind of film that can be purchased in these middle-sized cities I'm talking about will run from $75 to $100 per half hour—and it admittedly is not Class C or Class D but Class X stuff. You buy a package and take what you get. Sometimes you get distorted sound, and it's on film so dim you can't see it because it's been used so often since it was shot back in 1880.



Here's an inexpensive way to make TV newsreel titles. WHAS-TV uses a cafeteria menu board which takes only a few minutes to set up. Live camera shoots titles while blank leader runs through between newsreel film stories.

In this same average city we're talking about a really good half-hour film will cost about $400. So, you see, $100 a day for a half hour of news isn't so bad at all.

But one sponsor doesn't have to foot this whole bill. Many, many stations use the same newsreel twice, first early in the evening and again for a sign-off or late evening newscast. Often the second run is a somewhat edited version. Sometimes on those rare and happy occasions when you get a really good story during the early evening hours, and can get the story filmed, processed, edited and narration written, the late show may run longer.

It is a common and sensible practice to divide up the total production cost of the newsreel and assess part of the total against each newscast. Generally, the sponsor who has the film on the early show pays a higher production fee—as he should. However, don't let anybody sell short that late-evening re-run of your newsreel film.

I didn't think when we first went into this business that the guy getting the late, before bed-time playback was getting a bargain. To me, it was warmed-over hash. But the same sponsor has been with us since we started on our sign-off news and he is happy with his buy. He pays about 40% of the production cost compared to 60% for the guy who gets the early program. But he has found from experience that a whole lot of people phone their neighbors that they are going to be on television—they just saw themselves in the early news program—and why don't they watch the late newsreel show?

Also, not often, but occasionally in three years, we've had something happen in the evening that was big enough to justify plenty of overtime and lots of extra hard work to get filmed. When that happens it goes on the late show. But, usually, although we struggle mightily to keep our news programs really up to the minute and emphasize that our daily newsreel is really a "daily" affair, that film justifies itself because it can be used on the 6:30 news program the following evening.

There are countless ways to spend money in television. There are a million little gimmicks that you can have—for a price. And we've added some of them to our news programs as we learned more about the business. However, before anything is added, we sit down and carefully go over the cost and all that's connected with it, because sometimes something that looks pretty cheap can turn out to be an expensive luxury.

Take newsreel titles for example.

I suppose most of the newsreels extant today have titles. They are time consuming, and, over the course of a year, they'll use up a surprising amount of film. The stuff in quantity lots only costs 2¼ or 2½ cents a foot—but you shoot it so fast! It only takes five seconds to send 7 cents worth of film through the camera. And 7 cents multiplied by hundreds or thousands begins to run into money.

You've seen those menu boards they use in some restaurants and all cafeterias? That's what we use for our titles. It takes a man a few minutes to set up the titles. It would take as much time to set up, anyhow, to film them, We turn our television camera on the titles on the sandwich board while about 3 seconds of blank leader runs through between newsreel stories. We even can get fades and dissolves this way. It is not the best and most beautiful title in the world, but the engineers do something with that mess of machinery they have on the control panel and wipe out the horizontal lines of the menu board, so is doesn't look too bad. Right now I'm working on a kind of adjustable plastic frame which will identify our program—about the same way that programs are identified in the titles of those big, classy newsreels our better-off friends put out. We're not going to buy them if they won't dress up the titles considerably without making a whole lot of extra work. They've got to be worth the money or they don't go in the show.

That goes for every part of our newsreel and our news programs, which may explain why we have been able to present news on television with a local, daily newsreel, and do it profitably. It may be the whole answer to the question of how to make television news pay. There are plenty of news rooms in this business that are *not* paying—which is not always the fault of the news director. Maybe the owner or the manager wants something so elaborate that it is simply impossible to operate in the black.

That's a whim that an owner or manager with that much money—and rocks in his head—can afford to indulge.

Turning a Profit

Most people, though, want to make a profit. So let's tackle that problem— making a profit on television news.

First, you must have a desirable product. We think that our daily, local newsreel, showing familiar faces and familiar places makes our news programs desirable. The film itself would be desirable alone, but it is supported by well-established news names who do the necessary on-camera presentation of news for which there is no film, or other pictures of any kind available. It's nice to have a man or men to do this who do not frighten the children and send the family dog cringing under the lounge when his face appears on the screen. He need not be pretty—but he shouldn't look like an unreconstructed Borneoan either.

The product must be produced at a price which makes it attractive. Because the time charges, plus production charges, no matter how low production costs are kept, are going to make anybody, even General Motors or the Chase National Bank think twice before he gobbles up what is obviously a good buy. In preparing this opus, I gathered facts from six stations. They all are in middle-sized cities, all with about 200,000 television receivers. And the time charge in every case, with discounts and everything else, was within a few dollars of $200 for a quarter hour Class A time. Certainly your early evening news program will be Class A time.

There's nothing you can do about time charges. That's what makes the station money. Low production cost, though, will keep sponsors happy. It seems to me that the best and most practical way is to figure out to the penny the total

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". . . Wouldn't give up AP NEWS for anything"

George Gothberg, Manager WFPA, Fort Payne, Ala.

Says George Gothberg, Manager of WFPA, Fort Payne, Ala.: "WFPA's billings are way up, with 108 sponsored AP newscasts weekly. No other news service can do the job that AP does day after day, week after week."

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"One third of total revenue from AP NEWS"

Adlai C. Ferguson, Jr.
President & General Manager
WPRS, Paris, Ill.

"The M. Farnham Implement Company tripled sales of their Little Giant Elevators with their 6:30 a.m. AP news six days a week. When a new Picker was promoted on the same program farmers came as far as 60 miles to see it."

Continues WPRS President and General Manager Adlai C. Ferguson, Jr., "With 48 sponsored AP newcasts each week producing one third of our revenue, we're really sold on AP. In selling sponsors we stress the completeness of AP news, the close attention of listeners, and the fact that their commercials will get the same close attention."

For full information on how you can join The Associated Press, contact your AP Field Representative or write

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cost per week of salaries, transportation, film, equipment, wire service, and everything else. Then add 10%. Divide the total by three, and set your production charge at two-thirds of the total for your first film run, at one-third for the second go-round.

Why the 10%?

Well, occasionally, to get a good film story you have to charter an airplane. It's a lot easier to have a cushion to work on than it is to collect from even the happiest sponsor an additional $60 or $100. It is not chiseling, either, lest anyone get the wrong idea. It simply gives you a little something to work on so that you can do a good news coverage job, so that when the unexpected story that costs a lot of dough in a lump to cover comes along, you don't have to worry about bonded indebtedness to go get it.

Some stations make money by selling reprints of portions of their film to the surprising number of people who will request them of you. Some of the charges are shocking. We don't think that is a proper way to make money on television news. In the first place, where the price is high, the demand is so small that you can't make much anyhow. In the second place, your news is a public service in the first place. You can't give those reprints away promiscuously though because you'd go bankrupt. There will be some people who do real favors for you who request a print. We love to make a present of 50 or 100 feet of film, or whatever it is, to those people. We charge enough —just enough—for the others, for which we are paid, to be able to make a present occasionally. It just strikes us as being more honest, as well as more practical.

A Bad Start

Television news got off to a bad start in the early days of our still reasonably young business for two reasons. First, so many of those pioneers spent such fantastic sums of money that the cost was frightening. Second, a lot of news on television wasn't much good. There was too much film for the sake of film, or the man trying to present news on camera wasn't really able.

So a lot of people were leary of TV news. They should not be afraid of it today. If they realize they can present a good, informative, highly commercial program for a reasonable cost— a bargain, compared to some film costs—and if they recognize that treatment of news on television must be different because it is a different medium, there's nothing to be afraid of.

We have learned how to keep costs down, and there should be no hesitation on the part of anyone today to plunge eagerly into a daily, local newsreel to make well-rounded his television news programs.

We should do a good job and be proud of doing it. We should, with clear eyes and honest hearts, ask for and receive a fair price for our efforts. We can make television news pay, if we do, not just at the cash register, but in the non-assessable intangible of higher public regard which your audience will have if you give them the something extra that any good news program is.

BASEBALL RE-CREATION BY TELETYPE

By Jack Paige*

IF baseball is America's No. 1 national sport, it is also one of radio's greatest revnue getters and audience builders.

The major league teams and major league sponsors can send their broadcasting crews to follow every play direct from whatever field of action, but the hundreds of stations throughout the country who carry the broadcast of their minor league teams must of economic necessity rely on re-creations whenever the home team is playing out of town. For years this recreation service has been furnished by the Western Union Co.

In these days of rising costs it was a foregone conclusion that Western Union should ask for and receive an increase in the rates charged for this re-creation material. When those rates were imposed many broadcasters felt that rate increases had reached proportions where it would not be economically feasible to continue these re-creations. Then, too, in the early part of 1952 Western Union was confronted with a strike which hampered its ability to set up their re-creation service for the early games in the spring and broadcasters were forced then to search around for other means of securing recreation material.

It was at that time that the stations carrying Pioneer League Baseball, in Utah, Idaho and Montana, began to cast around for re-creation facilities that could replace those they were then using.

Teletype Plan

To that end I met with the officials of the Mountain States Telephone Co. here in Salt Lake City and discussed with them the possibility of setting up a private line teletype service interconnecting the eight stations carrying Pioneer League Baseball. After quite a few months of negotiation we finally consummated the following setup which we feel will be of interest to broadcasters thruout the country who have been faced with similar situations.

Radio stations releasing Pioneer League Baseball (incidentally, the Pioneer League is recognized as one of the fastest in the United States and has for years led class "C" leagues in attendance records) are as follows: KALL Salt Lake City, KLO Ogden, Utah; KLIX Twin Falls, Idaho; KIFI Idaho Falls, Idaho; KWIK Pocatello, Idaho; KDSH Boise, Idaho; KMON Great Falls, Mont.; KBMY Billings, Mont.

The setup calls for a sending and received teletype located in the studios of each station and one located in the press box of the ball parks; a total of 16 machines. The machines are put in operation at 4 p.m. each afternoon and are in continuous operation until 12 midnight. At 4 o'clock each afternoon each station is dialed in and each station in turn sends weather information, records of any new players added to member teams, pertinent sports information from each of the cities and each sportscaster sends 75 to 100 words of material that can be used by each of the other sportscasters in their nightly sports features. At that time the sending rotation of the four teams that will be playing is set up and at approximately 7 p.m. the four teams send their starting lineups and all information regarding the night's game. As soon as the game has gotten underway, each team that is playing sends each half inning as it is completed.

The sending rotation which works out very easily is that if the first team in the rotation isn't ready at, say 8:15 or 8:20 he clears and the next station comes up. If he isn't yet ready to send he also clears and the third station takes over. Presuming that he is ready he sends his first half inning and clears for the fourth station which likewise either sends material or passes for the next station, so the rotation goes on through the evening until the last game has been completed. All stations of course receive all of this material which keeps them abreast of what is happening in each of the other three games. Scores are available to them at the end of each half inning and in the event of a game being called because of rain the sportscaster can immediately pick up material from any of the other three games and continue with baseball. At the end of his own scheduled game he then has available to him resumes of all of the other games being played which makes for a sports roundup that is readily salable at the end of each game.

Personnel Needs

First of all, each station requires two men in addition to its sportscaster; one, the statistician who writes down the material and the sender who must be a rather fast typist in order to transmit the material. All of our stations have been able to find men extremely interested in baseball who are more than happy for a few dollars remuneration to send this material. The teletype is easy to operate and the eight sportscasters involved have worked out a code that enables them to receive a great deal more material than they have in the past for re-creation.

Of course every broadcaster is interested in costs and while costs will vary in each locality each station here, through the use of this service, is effecting a saving of approximately $1,100 during the course of the 5-month baseball season.

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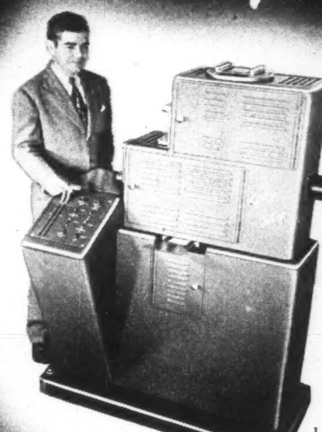
* Mr. Paige, now executive vice president of Intermountain Network, Salt Lake City, started in radio in 1935 at NBC Chicago, was later promotion director of the Cowles stations and in special events at MBS, New York.

Used by more TV stations



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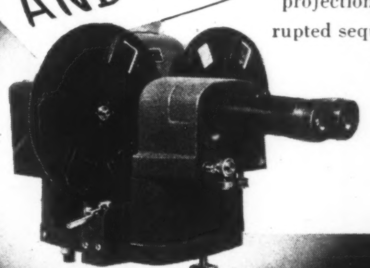

WRITE TODAY FOR BULLETIN RD-6A

GRAY RESEARCH

and Development Co., Inc., Hilliard Street, Manchester, Conn.

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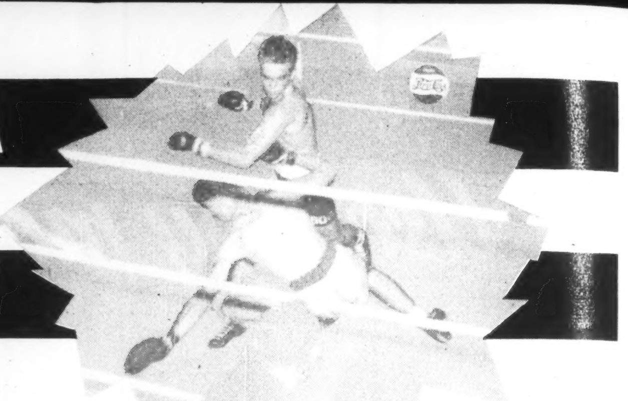
PEPSI-COLA HITS THE SPOT



The Pepsi-Cola bottler in New Orleans is getting plenty of advertising impact out of a weekly amateur boxing show that is promoted, packaged and produced by WDSU-TV. And the station is being hailed for rebuilding confidence in boxing and combatting juvenile delinquency.

DOWN in New Orleans, where sports always has held its own in a culture which mothered jazz, Creole cooking and the Mardi Gras, WDSU-TV has endeared itself to the hearts of that city's sports lovers with a weekly series of local boxing shows.

WDSU-TV last March 21 inaugurated a weekly half-hour series of regulation "live" amateur boxing matches, completely staged, promoted and packaged by the station and televised from its own studios. The series has won the support of business, civic, religious and athletic groups.

Robert D. Swezey, vice president and general manager of WDSU-TV, feels the large audience and the general praise accorded to the station and the show's sponsor, Pepsi-Cola, can be traced to the fact that the weekly event is not just a "program," but a community "project."

The project developed from discussions by Mr. Swezey and Mel Leavitt, WDSU-TV sports and special events director. Mr. Leavitt is a former sports writer (*St. Louis Globe-Democrat*) and commentator (MBS), and in three years with WDSU-TV has been identified with several of the station's notable achievements, including the first telecasts of the hearings by Senate Crime Investigating group headed by Sen. Estes Kefauver, and the first network originations of the Sugar Bowl football classic and Mardi Gras.

Mr. Swezey assigned Mr. Leavitt to study the local sports picture for some method of lessening the growing hostility of sports promoters toward TV. Out of this study came the present plan, by which Messrs. Swezey and Leavitt believed the station could gain these four specific objectives:

1. WDSU-TV could rebuild confidence in boxing, which had declined steadily for some time partly because of poor professional notices and mainly because of insufficient interest on the amateur level.
2. By using the glamor of TV, WDSU-TV could highlight and strengthen the program of the Amateur Athletic Union, impressing parents with the careful supervision practiced by the AAU, and combatting delinquency by influencing youngsters to join a regulated boxing program.
3. WDSU-TV might open the way to a new area of TV activity by telecasting live sporting events exclusively to large TV audiences.
4. By helping rebuild a declining sport, WDSU-TV could gain closer cooperation from promoters who have placed the blame on TV for declining gate receipts.

To put over such a project, the station obviously needed an unusually well-equipped and spacious plant, and WDSU-TV's huge modern studio, located in the historic French Quarter and measuring 55 by 100 ft., seemed made to order. The floor area affords space for seating more than 500 people and it has a high ceiling similar to sports arenas and auditoriums.

The audience angle proved to be important, for spectator response, it was shown, served to stimulate the boxers and provide an authentic "crowd reaction" to the sports event.

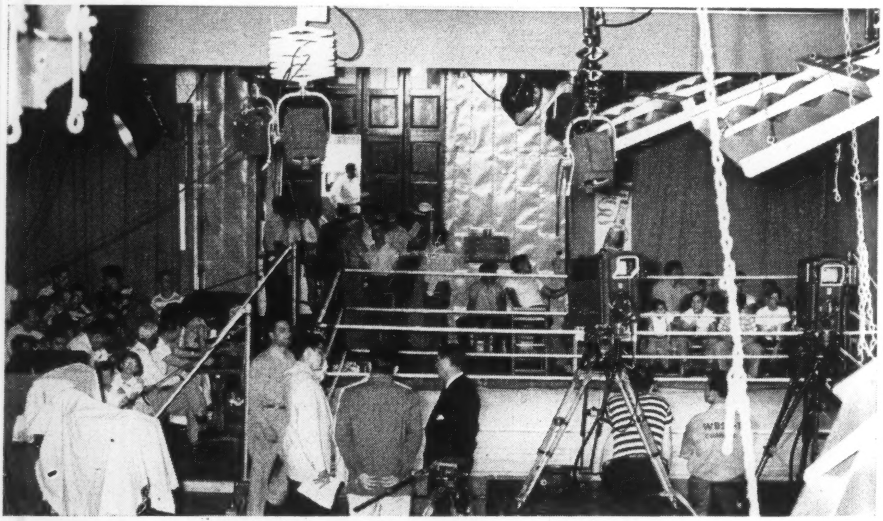
Every effort was made to simulate the actual surroundings of a boxing arena. A ring announcer was employed to introduce boxers and announce decisions, with a special "drop-mike" rigged so it could be lowered into the ring for each announcement. A ring bell, warning buzzer and round cards were used.

Biggest problem was construction of the ring to meet rigid AAU requirements. WDSU-TV solved the problem of anchoring the ring by stretching cables from the ringposts to the walls, eliminating the studio damages or expense that would be required in anchoring it in the floor or elevating it. High-ranking AAU officials were so impressed with the ring that they have requested plans for possible future use, according to Mr. Swezey.

Every essential article of equipment was supplied by WDSU-TV and Pepsi-Cola: Trunks, socks, hand-wrappings, towels and medical supplies. AAU provided handlers, referees, seconds, timekeepers, judges and other officials, and a physician was kept at the ringside for emergencies.

The station, rather than overwork a good idea, limits the show to 30 minutes once a week. Three matches are shown with a standby bout for emergencies.

Officials are orientated to avoid unnecessary delays so the program can be kept going at a rapid clip, with amateur rules



Here's how WDSU-TV stages boxing in its studio. Note elevated cameras at right of picture. Parts of studio audience, already assembling at time this picture was made, 30 minutes before show, are visible in background and at left.

XUM

A SALUTE

TO THE

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The American Society of Composers, Authors and Publishers congratulates the Ford Motor Company on its Fiftieth Anniversary, and on the good taste and quality of a television program presented by a leading exponent of the American system of free enterprise.

We point with pride to the fact that almost without exception the songs performed on this incomparable two-hour show were the works of ASCAP writers and publishers, whose compositions truly reflect the life of America—past and present.

These songs were selected on their merit—without any solicitation on the part of ASCAP. We salute the judgment of those responsible for the all-around excellence of the Ford Fiftieth Anniversary Show.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, N. Y.

aiding in the acceleration. Rounds are only two minutes, each bout consisting of three rounds with a one-minute rest period between rounds. To keep the program moving steadily, officials allow only a minute and a half between bouts, with the result being an almost constant flow of spirited action throughout, Mr. Swezey says.

Supported by a promotion-wise sponsor, Gulf Bottlers of New Orleans, distributor of Pepsi-Cola, the program was enlarged during its first five weeks to include teams of boxers from the "fringe area" which embraced the sponsor's territory, according to Mr. Swezey. Youngsters from nearby New Iberia and Reserve, La., already have appeared and plans are underway to bring in others from such distant points as Shreveport, Mobile, Biloxi and Memphis.

Because it qualifies both as TV entertainment and as a legitimate sporting event, the series has received double the usual amount of newspaper coverage, in its first five weeks receiving equal attention from both radio-TV and sports columnists. By including boys from outside New Orleans, it also enlarged its audience, Mr. Swezey says.

Mel Leavitt (third from right), WDSU-TV sports and special events director, presents Pepsi-Cola trophies to winners. Fourth from left is Harry England, president of Gulf Bottling Co. (Pepsi-Cola distributor) which sponsors bouts. Second from right is Joe Schaeffer, New Orleans chairman of A.A.U. boxing.

Both station and sponsor agreed the entire commercial appeal should be along semi-institutional lines, with "pitch" commercials vetoed. Mr. Leavitt was supplied with a list of "sales points" and told to ad-lib brief messages concerning Pepsi-Cola whenever he felt they would fit in smoothly with the movement of the show.

Simple but effective props identify Pepsi-Cola with the show. Free bottles of Pepsi-Cola are distributed to the studio audience. A Pepsi-Cola clock hangs in the background. Attendants in the boxers' corners wear special sweaters with small Pepsi monograms. And at the end of each program the sponsor awards specially engraved "Pepsi-Cola" trophies to winners and medals to losers.

One surprising feature is the low cost to the sponsor. Each program costs the sponsor less than $320, including station time, studio charge and talent fees, plus expenses for the fighters, equipment, medical supplies and trophies. What makes it more amazing, according to Mr. Swezey, is that in remote coverage of a comparable event, the sponsor would pay much more just to send out the remote unit than Pepsi-Cola now pays for the entire program. He estimates the sponsor saves at least $200 a week that way.

The sponsor has gone a step farther in promotion, strengthening identification with youth by promoting various other activites such as announcements of neighborhood functions and upcoming sports events.

Several interesting results have come from the WDSU-TV project, Mr. Swezey says. The show has won over many parents previously opposed to boxing, by stressing supervision and the manly aspects of self-defense, and by distinguishing between the "sport" of amateur boxing and the "business" of professional prize-fighting.

Of the first 18 bouts, the most serious injury was a bloody nose and nine of the matches were stopped before conclusion to avoid possibility of injury.

This type of supervision has gained support from many civic and athletic leaders. Since the majority of the boxers are affiliated with the Catholic Youth Organization in New Orleans, the series has been recognized by the clergy, too, Mr. Swezey says.

Irwin Poche, athletic director of the New Orleans Athletic Club and president of the Sugar Bowl organization, voiced a typical reaction: "This amateur boxing series being promoted by WDSU has provided the biggest stimulant the sport has enjoyed in years. We of the New Orleans Athletic Club can already see the increased interest in boxing as a result of it." Mr. Poche added he felt it would help fight juvenile delinquency.

Another commendation came from Dr. Barry Barrodale, president of the Southern A.A.U. and manager of the 1952 U. S. Olympic boxing team: "The WDSU-TV series is the finest thing that has happened to amateur athletics down South in many years. It is definitely the shot in the arm that boxing needs. I wouldn't be surprised to see similar programs launched by TV stations elsewhere in the country now that WDSU has shown what can be done."

Station officials say that boxing has been revitalized in New Orleans, where it was almost extinct before the show was begun. Community leaders have hailed the bouts as a contribution to correction of juvenile delinquency. Aside from its public service aspects, the series has created a commercial success for its sponsor, providing the Pepsi-Cola distributor with a low-cost, easily-promoted feature that reaches a big audience.

Mr. Swezey sees it this way:

"The amateur boxing program is much more to us than just another television show. It has already won popular acceptance, and is proving itself to be a sound commercial vehicle. But I believe its real success will be written in terms of its secondary effect . . . the rendition of a stimulating and far reaching service which can be provided to a community only through television."

— PROGRAMS & PROMOTIONS

SCRANTON TV SUPPLEMENT

"SCRANTON goes TV" is the large headline on a 35-page supplement to the June 6th *Scranton Times.* The many-pictured section shows WGBI-TV station personnel as well as network stars. The station is a CBS affiliate. According to a map in *The Scranton Times,* WGBI's signal is expected to reach parts of New Jersey and New York, as well as Pennsylvania. [B•T, June 15].

CLOSED CIRCUIT TV

"CLOSED Circuit Television" is the title of a booklet released by the Closed Circuit Television Co. of New York. The booklet explains what closed circuit TV is, who can use it, how it works, where it is used and where it can be used, how much it costs and who is behind it.

'THE ITALIAN INFLUENCE'

"THE ITALIAN influence" is the theme of a recent series of advertising pieces by WOV New York. The ads usually picture an attractive girl depicting the Italian influence on hair styling, liquor, etc. The copy reads that the Italian influence is having its way with all phases of modern American life and that WOV interprets "the Italian influence for better living" to a market represented by more than two million Americans of Italian origin who live in the New York area.

GENE AUTRY CONTEST

FORTUNE Merchandising Corporation, Los Angeles, has announced a 1953 Gene Autry National Awards contest, to be used by independent bakers in local markets, as well as 60 or more Gene Autry bakery franchise holders. The contest, which will begin September 8, consists of the participants pasting end labels to entry forms and completing a slogan on the local product, or for clients not using end labels, coloring panels and completing a slogan. Of the more than 22,160 prizes offered, the top 20 will consist of round trips to Hollywood via United Air Lines. Among the other prizes are cowboy outfits, flashlights, guns, etc., all bearing the Gene Autry label.

TRANSPARENT 'VISI-MAP'

WAAM (TV) Baltimore is airing a new program, *Weekend Highway Guide,* which presents a ten-minute weekly session of road information, travel tips, detour and construction warnings and resort highlights, conducted as a public service by Richard Hartman, director of safety and public relations for the Automobile Association of Maryland. Mr. Hartman points out routes, detours, etc., using a trans-

Older Brother Helps Out

ALL YOU NEED is an AM affiliate —to do what KTBC-TV Austin, Tex., did recently.

The television audio went out just 15 minutes before a live show was to go on the air. So KTBC-TV turned to KTBC-AM, killed out a sustaining show on radio, wrote out a message to television viewers to tune in their radios for a simulcast—and the show went on.

Star of the TV show was Mrs. Jim Morris—who is the wife of KTBC's radio program director.

are you interested in selling...
23 MILLION DOLLARS WORTH OF TOOTHPASTE
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America's Biggest Drugstore Market Listens to KBS!

Every town has at least one drugstore where all the pharmaceutical needs of the community are satisfied. In vast areas covered by the 650 KEYSTONE HOMETOWN AND RURAL AMERICA stations, the drugstore is one of the most important spots on Main Street. Not only the dispenser of medicinals and health aids . . . the HOMETOWN drugstore is growing in acceptance as the source of cosmetics, grooming and beauty products. If your product's sales channel is the druggist, we offer you an exceptional listening market on KBS. Whether you want cross-section or cross-country coverage . . . a minute spot or an hour's show . . . KBS is a lucrative, low-cost Main Street to America's richest radio market. It will pay you to investigate KEYSTONE . . . more-for-your-money with complete coverage throughout HOMETOWN AND RURAL AMERICA!

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A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

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No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

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KBS

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BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

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	SUNDAY				MONDAY				TUESDAY				WE		
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	
6:00 PM	Lorillard Monday Morning Headlines	Steel Pier Show	Libby, McNeill & Libby Nick Carter	Mutual Benefit H&A—On the Line, 3. Considin (183)	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn	Not in Service	Metro.Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News	Not in Service	Metro. Li Allan Ja (30)	of rips
6:15	Don Cornell	"	6:25 State Farm Ins., C. Brown	Meet the Veep	"	You and the World	"	Bill Stern's Sports Review (MM)	"	You and the World	"	Bill Stern's Sports Review (MM)	"	You and World	
6:30	Co-op George Sokolsky	Summer in St. Louis	Squad Room	Listen to Washington S	"	No Service	"	No Network Service	"	No Service	"	No Network Service	"	No Serv	
6:45	Vacationland U.S.A.	"	"	"	"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)	"	Kaiser-Frazer Lowell Thomas (175) R	"	Sun Oil Co. 3-Star Extra (34)	"	Kaiser-Fr Lowell Th (175)	
7:00	American Music Hall	Amer. Tobacco Guy Lombardo (210) R	Treasury Varieties	Juvenile Jury S	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (164)	Co-op Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (164)	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Family Ske (164)	ewis jr.
7:15	"	"	"	"	Co-op Elmer Davis	Johnny Mercer Show	This Week Inside Russia	No Network Service	Co-op Elmer Davis	Johnny Mercer Show	Co-op Hazel Markel	No Network Service	Co-op Elmer Davis	Johnny M Show	Corner
7:30	"	Rexall Drug Richard Diamond (210)	Chamber Music	We Saw Tomorrow S	Gen. Mills, Lone Ranger (153) (See Footnote)	"	Gabriel Heatter	Miles Labs News of World (166)	Starr of Space	"	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)	Gen. Mills, Lone Ranger (153) (See Footnote)	"	Heatter
7:45	"	"	"	"	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp	" (See Footnote)	Am. Oil-H Ed. R. M (97)	7:55 Newsree
8:00	"	Junior Miss	Hawaii Calls	RCA Tonny Martin Show (180)	General Motors Henry Taylor (159)	Crime Classics	The Falcon	AA of RR's Railroad Hour (192)	3-City Byline	Amana People Are Funny (206)	Mickey Spillane Mystery*	Coca-Cola Coke Hour (195)	3-City Byline	Brylcreem Nestle FBI in Pe War	line
8:15	"	"	"	"	Field & Stream S	"	"	"	TBA	"	* "	Rosemary Clooney	TBA		
8:30	"	Philip Morris My Little Margie (201)	Enchanted Hour	Best Plays	American Concert Studios S	Lever-Lipton Godfrey Talent Scouts (170) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)	Discovery S	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	First Nighter * OT	City of Times Square	Chesebro Dr. Chris (186)	Fighters
8:45	"	"	"	"	"	"	"	"	Literary Greats	"	"	"	"	"	
9:00	Gruen Walter Winchell (325)	December Bride	U. S. Marine Band	"	"	Lever Brothers Lux Summer Theater (183)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R	Co-op Town Meeting	Wrigley Johnny Dollar (193)	Search That Never Ends	TBA	Co-op Mr. President	Philip M Playhou (201)	Theatre
9:15	Lorillard Taylor Grant News (328)	"	"	"	"	Summer Theatre	"	"	"	"	"	"	"	"	
9:30	The Adventurer S	Escape	Answers For Americans (S)	Confession 7/5–8/23	"	"	Co-op On and Off The Record	Cities Service Band of America (113) N	"	21st Precinct	Co-op On and Off The Record	Cousin Willie S	Co-op Crossfire	Rogers of Gazette	nd Off Record
9:45	"	"		"	Jan Peerce Show	"	"	"	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"	"	"	o-op
10:00	Co-op Paul Harvey (118)	Webster Chicago Roberts Q's Waxworks (48)	London Studio Melodies	Barrie Craig Confidential Investigator OT*	News of Tomorrow	R. J. Reynolds Walk a Mile (185)	A. F. of L. Frank Edwards (151)	Hollywood Showcase *OT	News of Tomorrow 180	C-P-P, L. Creme Louella Parsons (184)	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)	News of Tomorrow 180	Strawh Concert	F. of L. Edwards
10:15	London Column S		"	"	Virgil Pinkley S	"	Co-op Elton Britt	"	Virgil Pinkley S	Sammy Kaye Show	Co-op Elton Britt	"	Virgil Pinkley S	"	o-op n Britt
10:30	Chautauqua Story S	10:30-10:35 p. m. Edw. P. Morgan-News 10:35-45 p. m. Listen To Korea	Little Symphonies	Meet the Press	Brevard Music Festical (See Footnote) S	10:30-10:35 Chas. Collingwood Cedric Adams Sonotone (150)	(Coca-Cola) Coke Time	Henry Cassidy News	Orchestra (See Footnote)	10:35-10:35 Chas. Collingwood Cedric Adams 10:35-45	Bands For Bonds	Henry Cassidy News	Orchestra (See Footnote) S	10:30-10 Chas. Collin Cedric Ad	ds for nds
10:45	Songs by Fisher	John Duer Sports	"	"	"	Dance Orchestra	Dance Orchestra	Stars from Paris 10:35-11:00	"	Dance Orchestra		TBA	"	Dance Orchestr	
11:00	News S	News	The Political Picture	News from NBC	Ebony & Ivory S	News	Co-op Baukhage Talking	No Network Service	Ebony & Ivory S	News	Co-op Baukhage Talking	No Network Service	Ebony & Ivory S	News	o-op ukhage alking
11:15 PM	Chet Huntley S	Dance Orchestra	Dance Orchestra	Jim Fleming	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestr	U.N. hlights

	SUNDAY				MONDAY - FRIDAY				SATURDAY			
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album S	Trinity Choir*	Dr. Wyatt Wings of Healing	Co-op World News Lockwood Doty	O-Cedar-Toni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15	"	News S	"	We Hold These Truths	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"	"	No Service	"	Howdy-Doody 8:30-9:30 a.m.*
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books	"	"	"	Thy Neighbor's Voice	"	Garden Gate	"	Mind Your Manners
9:45	"	"	"	Faith In Action	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM	"	St. Louis Melodies	"	"
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S	Sterling Drug My True Story (212)	Snow Crop Intl. Celluc. Godfrey (194) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)	" Co-op	Animal Fdtu. Galen Drake (69)	Miscellaneous Program S	Archie Andrews S
10:15	"	"	"	"	"	Star-Kist Owens-Corning Godfrey (190) R	Mutual Music Box	"	"	Galen Drake	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S	G.Mills M-W-F Toni Tu&Th Whispering Streets (224)	Lever Bros. Frigidaire-Arthur Godfrey (192) R	10:35-10:45 Wonderful City S	General Foods Bob Hope (139)	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)
10:45	"	"	"	News Highlights S	When A Girl Marries (165)	Pillsbury Arthur Godfrey (194) R	10:45-11:00 Holland Furnace	It Pays to Be Married	"	"	Helen Hall	"
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.	Live Like A Millionaire	National Biscuit Toni-Arthur Godfrey (201) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)	Junior Junction	Cream of Wheat Grand Central Station *(124)	11-11:25 Transylvania Music Camp Orch	My Secret Story
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA	"	Liggett & Myers Arthur Godfrey (204) R	Queen For a Day	"	"	"		"
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S	Campbell Double or Nothing 11:30-11:55	Contnl. Baking Grand Slam (53)	Tues. & Thurs. Quaker; M-W-F Realemon	C-P-P The Phrase that Pays (183)	Little League Cubhouse S	Cannon Mills Give & Take (154)	Farm Quiz	Modern Romances S
11:45	"	"	"	Poetry of Our Times	Turn to a Friend 11:55-12:25	P&G Ivory Snow Rosemary (143)	M-F 11:45-12 P. Lorillard	Second Chance	Frank & Jackson	"		"
12:00 N	News S	Europe Story	BBC Bandstand	Sammy Kaye's Sunday Serenade	Jack Berch Prudential 12:25-12:30	General Foods Wendy Warren (159)	Miles Labs Curt Massey Time	No Network Service	101 Ranch Boys S	Armstrong Cork Theatre of Today (188)	Man on the Farm	News (12-12:05)
12:15 PM	Gloria Parker S	"	"	"		Lever Bros. Aunt Jenny (169)	Johnson & Son News 12:15-12:20	"	"	"	"	Dude Ranch Jamboree (12:05-12:30) S
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S	G.Mills M-W-F Tu & Th NNS The Bill Ring Show (174)	Whitehall Helen Trent (180)	12:20-12:30 Carl Warren's Guest Time	"	American Farmer S	Carnation, Stars Over Hollywood (194)	5th Army Band	Coffee in Washington
12:45	"	Bill Costello News	Music of Worship	"	Not in Service	Whitehall Our Gal Sunday (177)	Faith In Our Time	"	"	"	"	"
1:00	Churches of Christ Herald of Truth (108)	On a Sunday Afternoon	Vandevanter & The News S	Youth Wants to Know	Co-op Paul Harvey	P&G Ivory Road of Life (151)	Co-op Cedric Foster	"	Navy Hour S	Toni Fun For All (203)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)
1:15	"		Co-op Merry Mailman	"	Co-op Ted Malone	P&G Oxydol Ma Perkins (165)	Music By Willard	"	"	"	"	"

	SUND	
	ABC	CBS
1:30 PM	Natio Vesper S	Sunday ernoon
1:45	"	"
2:00	Pan Amer Union S	tring enade
2:15	"	"
2:30	Dr. Wy Wings of H	Motors Inc d Music s (196)
2:45	"	
3:00	Marines Review S	"
3:15	"	"
3:30	Dr. Billy G Hour of De (229)	"
3:45	"	"
4:00	Gospel Be Old-Fashi Revival Hr.	d News nd Up
4:15	"	"
4:30	"	Sunday ernoon
4:45	"	"
5:00	This W Around T World	"
5:15	"	"
5:30	This W In Mu	0-5:55 c for You
5:45 PM	"	5-6 p. m. one (165) c Adams

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FOR JULY 1953

WE	Y		THURSDAY				FRIDAY				SATURDAY				
CBS		NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Metro. Li Allan Ja (30)	ol rips	Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn	Una Mae Carlisle S	Edw. P. Morgan News	Otto Thurn's Orchestra	George Hicks News	6:00 PM
You and World		Bill Stern's Sports Review (MM)	“	You and the World	“	Bill Stern's Sports Review (MM)	“	You and the World	“	Bill Stern's Sports Review (MM)	Bible Messages S	UN on the Record	“	Henry Cassidy MM	6:15
No Servi		No Network Service	“	No Service	“	No Network Service	“	No Service	“	No Network Service	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	TBA	6:30
Kaiser-F Lowell T (175)		Sun Oil Co. 3-Star Extra (34)	“	Kaiser-Fraser Lowell Thomas (175) R	“	Sun Oil Co. 3-Star Extra (34)	“	Kaiser-Fraser Lowell Thomas (175) R	“	Sun Oil Co. 3-Star Extra (34)	Labor- Management S	Daniel Schoor News	“	“	6:45
Toni, Man. Family Sk (164)	ewis jr.	Pure Oil Co. News Parade (34)	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (164)	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (164)	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)	“	Saturday at the Chase	Co-op Al Helfer	“	7:00
Johnny M Show	o-op Corner	No Network Service	Co-op Elmer Davis	Johnny Mercer Show	Co-op Rukeyser Reports	No Network Service	Co-op Elmer Davis	Johnny Mercer Show	Dinner Date	No Network Service	John McVane News S	“	Report From The Pentagon	“	7:15
“	Heatter	Miles Labs News of World (168)	Starr of Space	“	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153) (See Footnote)	“	(Mennen) Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room S	Broadway Is My Beat	Down You Go (7:30-7:55)	New Talent USA	7:30
Am. Oil-H Ed. R. M (97)	o-op 7:55 Newsree	Miles Labs 1 Man's Family (166) Rp	“ (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	“ (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	“	“	State Farm Auto Ins. Co. C. Brown	“	7:45
Brylcreem Nestle FBI in Pe War (19	line	My Son Jeep	3-City Byline S	Brylcreem Nestle Co. Meet Millie (198)	Official Detective	General Foods Roy Rogers (162)	3-City Byline S	Brylcreem P & G. Nestle Co. Mr. Keen (198)	Take a Number *	Coca-Cola Co. Coke Time (195)	Dancing Party Co-op	Wrigley Gene Autry (188) R	20 Questions	“	8:00
		“	TBA	“	* “	“ News 8:25	TBA	“	* “	Rosemary Clooney S	“	“	“	“	8:15
Chesebro Dr. Chris (186)	o-op) Fighters	Kraft Gildersleeve (160)	Heritage S	Gen. Elec. GE, Playhouse (205)	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)	Platterbrains	There's Music in the Air 8:30-9:30 p. m.	(Co-op) True or False	Name That Tune	“	Mr. Chameleon	Co-op Virginia Barn Dance	“	8:30
“		“	“	“	“	“	“	“	“	“	“	“ *	“	“	8:45
Philip M Playho (201)	Theatre	DeSoto Plymouth Dealers, Best of Groucho (191)	Mike Malloy S	Romance	Rod & Gun Club Co-op	Gulf Oil Counterspy (135)	Turn to a Friend		Great Day Show	Parade of Bands	“ S	Gangbusters	(Co-op) New England Barn Dance Jamboree	“	9:00
“		“	“	“	“	“	“		“	“	“	*		“	9:15
Rogers of Gazett	and Off Record	Pet Milk Truth or Con- sequences (166)	Time Capsule	Cathy & Elliott Lewis	On and Off The Record	Eddie Cantor Show S	Electric Cos. Meet Corliss Archer (325)	9:30-10 p. m. The World Dances	On and Off The Record	Pick & Play with Bob & Ray *OT	“	Gunsmoke	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)	9:30
“	Co-op	“	“	“	Co-op	“	“		Co-op	“	“	“	“	“	9:45
Strawh Concert	F. of L. Edwards (26)	Adventures of the Scarlet Pimpernel *OT	News of Tomorrow 180	Amer. Tob. Horace Heidt (209)	A. F. of L. Frank Edwards (151)	Judy Canova (OT) *	News of Tomorrow	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	TBA	Orchestra S	Saturday Night Country Style	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)	10:00
“	Co-op n Britt	“	Virgil Pinkley S	“	Co-op Elton Britt	“	Virgil Pinkley	“	Co-op Elton Britt	Words in the Night	“		“	“	10:15
10:30-10 Chas. Collin Cedric Ad	ds for ands	Henry Cassidy News	Orchestra (See Footnote)	Chas. Collingwood 10:30-10:35 Cedric Adams	(Coca-Cola) Coke Time	Henry Cassidy News	Orchestra (See Footnote)	10:30-10:35 Chas. Collingwood Cedric Adams	Dance Orchestra	Henry Cassidy News	Lawrence Welk	10:30-35 News- Edw. P. Morgan	“	Pee Wee King Show S	10:30
Dance Orchestr	“	Dangerous Assignment *M-M, 10:35-11	“	Dance Orchestra	“	Jane Pickens Show 10:35-11 Co-op	“	Dance Orchestra	“	Radio City Pre- views 10:35-10:45 Pro and Con	“	Saturday Night Country Style	“	“	10:45
News	Co-op ukhage Talking	No Network Service	Ebony & Ivory S	News	Co-op Baukhage Talking	No Network Service	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service	News S	News	News	News from NBC	11:00
Dance Orchest	U.N. ighlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Frank & Jackson S	Dance Orchestra	Dance Orchestra	Alex Dreier News	11:15 PM

DAIME

SUNDAY				MONDAY - FRIDAY				SATURDAY			
ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
Nation Vesper S	a Sunday ernoon	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Closed Circuit	P&G Crisco Dr. Malone (160)	Luncheon with Lopez	Pauline Frederick Reporting— Co-op	Vincent Lopez Show S	Carter City Hospital (199)	1:30-2:25 Ruby Mercer Show	U. S. Army Band S
“	“	“	“	“	P&G Duz Guiding Light (159)	“	Wesson Oil Dr. Paul (61)	“	“ *	“	“
Pan Amer Union S	tring renade	Bandstand USA	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (142)	Say It With Music 2:25 Johnson & Son, News	No Network Service	2:00-2:05 News Playland U.S.A.	Hormel & Co. Music with H. Girls (124)	“	U. S. Marine Band S
“	“	“	“	“	P&G Tide Perry Mason (170)	M-W-F Mac McGuire S Tu&Th Pequot Paula Stone	No Network Series	“	“	2:25 Johnson News	“
Dr. Wy ings of H	Motors Inc d Music s (196)	US Military Academy Band	American Forum of the Air	Tennessee Ernie S	Toni, Seeman Nora Drake (193)		Armour (191) Dial Dave Garroway	“	Make Way For Youth	101 Ranch Boys	Design for Listening
“		“	“	“	P&G Ivory Fl. Brighter Day (167)	No Network Service	Jane Pickens News 2:55	“	“	“	“
Marines Review S	“	Top Tunes with Trendler	Critic at Large	“	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)	3:00-3:05 News Pan-American Union	Report From Overseas	Bandstand USA	What's the Score
“	“	“	Youth Brings You Music	“	Lever, Kellogg Houseparty * (181) R	“	P&G Road of Life (163)	“	Adventures In Science	“	“
Billy Gr ur of De (229)	“	Highway U.S.A.	Music for Relaxation S	“	Pillsbury House Party (187) R*	“	P&G Pepper Young (166)	Martha Lou Harp	Farm News Co-op	Sports Parade	Marine Hall of Bands
“	“		Elmo Roper	3:55-4:00 Edward Arnold Story Teller	Toni, Man. Soap Wizard of Odds (167)	“	P&G Right to Happi- ness (163)	“	Correspondents Scratchpad	“	“
spel Bes ld-Fash ival Hr.	d News nd Up	Under Arrest	Hollywood Bowl Concerts 7/19–9/6	Jack Owens	Gen. Fds. (4-4:05) Cole (46)* Robt. Q. Lewis (46)	Music with Bruce & Dan	P&G Backstage Wife (175)	Gillette Horse Races	Ronnie Vincent Army Show	Salute to the Nation	Stars in Action
“	“	“	“	“	MTW Chicagoan ThF St. Louis Corn Prod. Sunshine Sue (57) Matinee	“	Sterling Drug Stella Dallas (151)	“	“	“	“
“	a Sunday ternoon	4:30-4:55 Dear Margy It's Murder	“	Music in the Afternoon S		“	Sterling Drug Young Widder Brown (151)	CBC Concert	Treasury Show	Mac McGuire Show	All Star Parade of Bands
“	“	4:55 News S	“	“	Treasury Bandstand “ 4:55-5 News	“	Manhtn. Soap Woman in My House (181)	“	“	“	“
This W round T World	“	The Shadow	NBC Summer Symphony	Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	Songs of the B-BAR-B	Whitehall† Just Plain Bill (143)	London Concert Studio S	Washington U.S.A.	Walter Preston's Show Shop	Big City Serenade S
“	“	“	“	The Play Fair S	“	“	Whitehall Front Page Farrell† (138)	“	“	“	“
This W In Mu	0-5:55 c for You	Motorola (alt. wks.)	“	Ronnie Kemper	“	5:30-5:55 Keynote Ranch	C-P-P Lorenzo Jones (191)	Paulene Carter	Steel Pier Show	“	Author Speaks S
“	5-6 p. m. ne (165) c Adams	True Detective Mysteries	“	John Conte S	Miles Labs Curt Massey Time (148) R		Ex-Lax Inc. Doctor's Wife (172)	Club Aluminum Club Time (20)	“	5:50-6 Johnson & Son News	Public Affairs S

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m.; M-F, Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News. (332).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30- 9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 107
11:30-11:35 a.m. Sun. Peter Hackes—News (S)
5:45- 5:55 p.m. Sun. Bill Downes—News (S)
3:15- 3:30 p.m. MWF Lever—Houseparty 177
3:15- 3:30 p.m. Tue Kellogg—Houseparty 190
3:15- 3:30 p.m. Fri Green Giant—Houseparty 172
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 186
3:30- 3:45 p.m. Fri Kellogg—Houseparty 190
4-4:15 p.m. M-F Gen. Fds.—Grady Cole 46
4-4:05 p.m. M-F Gen. Fds.—Robert Q. Lewis 84
4:15-20 p.m. M-F Corn Prod.—Sunshine Sue 57
11:00-05 a.m. Sat Campana—B. Shadel—News 189
1:55-2 p.m. Sat Gen. Foods—Galen Drake 157
* 8:55-9 p.m. Sat Gen. Foods—Sanka Salute 97

MBS—M-F 7:55-8:00 p.m.—Titus Moody Speaking—sustaining M-F 8:55-9:00 a.m.—Gabriel Heatter-Block Drug & VCA Labs. alternate days
10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., M-Sat., Johnson & Son, News
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mutual-Multi-Message Plan—Participating sponsors: M-Tu.-F. 8-8:30 p.m. programs—General Mills; Mon.-Tues.-Thurs. 8-8:30 p.m. Programs—R. J. Reynolds, (Lever Bros.) Mon.-Fri. 8:00-8:30 p.m. Programs. Jacques Kreisler—Wed. Thurs. & Fri.
Baseball: (Bristol-Myers) Vitalis Warm-Up—Mon.-Sun. 5 min. preceding "Game of the Day."
Game of the Day—Mon.-Sun. Approx. 2-4:30 p.m. Regional Net.—Falstaff Brewing & Co-op.
Camel Scoreboard—Reynolds Tobacco, 5 min. following Game of the Day Mon.-Sat.
Wheaties Scoreboard-Gen. Mills, 5 min following Game of the Day-Sun.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.

† Whitehall Pharm. & Carter Co., "Just Plain Bill" alt. dates. Whitehall, "Front Page Farrell" alt. days.
* MM—"Minute Man" Programs.
* OT Operation Tandem—Emerson Drug & Knowmark Mfg.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
June 29, 1953

XUM

K-2 Coverage

NBC has secured television and radio rights for coverage of the third American Karakoram expedition, which this summer will attempt to climb K-2, the second highest mountain in the world, Charles C. Barry, NBC vice president in charge of programming, reported last week. K-2 is in northwest Pakistan.

The complete story of the success or failure of this expedition will be carried in a series of filmed programs on NBC this fall, Mr. Barry said. He added that it is possible that NBC radio will present a series of programs on the venture.

parent "visi-map," which enables him to remain visible to the audience. The program is heard Friday, at 7:20 p.m.

'TEN MOST WANTED FUGITIVES'

IN COOPERATION with the FBI, WABD (TV) New York will devote a segment of its *Final Edition of the News* (Mon.-Fri., 11-11:15 p.m. EDT) to a Ten-Most-Wanted-Fugitives feature, starting today (Mon.). Photographs and description of the fugitives will be presented, with a request that viewers send any pertinent information to the FBI.

ABC PROGRAM AIRED BY KBOR

BECAUSE the graduating class of the Brownsville, Tex., High School wanted Paul Harvey, ABC commentator, as guest speaker at commencement exercises, the commentator's network program was aired from KBOR Brownsville, a non-affiliate. Bob Fowler, national sales manager for KBOR, reports that there were innumerable complications over lines, station origination, etc., plus many phone calls and wires to ABC vice presidents, but that the request was met due to the perseverance of the high school students and the good will of Mr. Harvey.

BOYS' BASEBALL

WGN-TV Chicago has begun a series of telecasts of boys' major league baseball contests, with Jack Brickhouse handling play-by-play commentary each Monday evening. The league comprises six teams, with boys ranging in age from 9 to 14 years. The series marks its second consecutive year on WGN-TV.

AFFILIATION ADVERTISED

A FIFTEEN-page supplement in the *Arkansas Democrat* on June 14 announced that KTHS Little Rock "Arkansas' only 50,000 watt station, joins CBS Monday, June 15th." The supplement gave further information on programming and CBS and KTHS staffs.

NEW ORLEANS PROBE

WDSU-TV will televise the New Orleans waterfront probe by Sen. Charles W. Tobey and his Senate committee investigating waterfront racketeers. The telecast will emanate from the courtroom of Federal Judge J. Skelly Wright in the Post Office building, and will include highlights of the proceedings over which Sen. Tobey, chairman of the committee, is presiding. Also appearing on the hearings will be Sen. Charles E. Potter, a subcommittee member, and Downey Rice, chief counsel for the subcommittee.

'SEARCHING FOR OIL'

AMERICAN Petroleum Institute is offering a free booklet titled "Searching for Oil—The Gamble That Pays Off for You," which may be obtained by writing to Oil Industry Information Committee, American Petroleum Institute, Box 127, 50 West 50th St., N. Y. 20 [B•T, June 22, p. 79].

DOUG PLEDGER (r), program manager, KEAR San Mateo, Calif., signs a seven-year contract as disc m.c. personality with KNBC San Francisco. Co-signer Lloyd E. Yoder, KNBC general manager, smiles his approval.

WGAK's Drive In Films

DRIVE-IN moviegoers in northeastern Ohio are seeing a boost about radio, too, when watching their favorites on the screen.

It's all part of WGAR Cleveland's promotion of using station personalities in trailers in Ohio drive-ins. The theme: Listen while you work, play, ride, rest.

Based on a three-month radio listening habit study by the station, the promotion also is using an on-the-air announcement campaign and soon will get to billboards in the greater Cleveland area.

What did the station study come up with? WGAR proudly found: "Many people prefer to listen to radio for drama and comedy as well as music, news and sports." Reasons? WGAR says people like radio because it is a great time-saver, it is versatile, it is relaxing as a form of entertainment, it is mobile, it is effortless—a twist of a dial for information and/or entertainment, it exercises the imagination and gives freedom of choice.

TRIBUTE TO CANADA

IN A TRIBUTE to Canada on its observance of National Day on Wednesday, more than 150 radio stations in the U. S. will broadcast a special transcribed musical program featuring Kay Starr, Don Cornell, Percy Faith and Lowell Thomas. The program was conceived by Robert Burton, vice president of BMI and BMI Canada Ltd., and was written and produced by the BMI Special Projects Dept.

'ADVENTURES IN ISRAEL'

A SERIES of documentary films showing the founding, history and growth of Israel, titled *Adventures in Israel*, will be presented on WFIL-TV Philadelphia, 1:30 to 2 p.m. Sunday, beginning July 5. Presented in cooperation with the Allied Jewish Appeal of Philadelphia, narration for the filmed documentaries had been recorded by Quentin Reynolds and Maurice Samuel.

SONG-WRITING CONTEST

RCA THESAURUS has announced a 26-week song-writing contest to be conducted among listeners of the company's transcribed library series, *The Sammy Kaye Show*. The contest will begin July 6 and will feature a local and national prize each month plus a grand prize to be awarded at the end of each of two 13-week periods. Called "So You Want to Write a Song," the competition is designed to stimulate mail for stations and sponsors.

BASEBALL PROMOTION

DRESSED in full baseball uniform and carrying portable clock radios tuned to the Mutual major league *Game of the Day*, two college students were hired by WLOS Asheville, N. C., to carry sandwich boards calling attention to the program. The "players" also gave away season "passes" to listen to all the games.

Radio Station and Newspaper
Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
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WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Advertisers

Norman W. Foy elected vice president in charge of sales of Republic Steel Corp., Cleveland.

Robert Waddell, director of advertising, named director of public relations, Hamilton Watch Co., Lancaster, Pa. **R. J. Gunder,** sales promotion manager, named director of advertising and sales promotion.

Mary Stringfellow, sales dept., United Air Lines, Hollywood, promoted to publicity representative for radio-TV and motion pictures.

C. B. Mayshark, N. Y. art director, appointed director of New Mexico State Tourist Bureau, Santa Fe. Agency is McCann-Erickson Inc., L. A.

Richard C. Sickler, duPont, re-elected president of Eastern Industrial Advertisers. Others elected are **Edward M. Reynolds,** Fox & Mackenzie, vice president; **John F. Coverley-Smith,** Geare-Marston, secretary, and **James P. Dwyer,** William Jenkins Inc., treasurer.

Robert A. Schmid, vice president of General Teleradio; **John Poole,** KBIG Los Angeles; **Rosser Reeves,** partner and creative supervisor of Ted Bates & Co., N. Y., and **David J. Mahoney,** president of David J. Mahoney Inc., N. Y., presented with certificates of outstanding achievement by Assn. of Adv. Men at meeting in N. Y. last week.

Agencies

John B. Gray, copy chief at Maxon Inc., Detroit, elected vice president of agency.

Mr. Lewin

Charles L. Lewin, formerly partner in David D. Polon Co., N. Y., to Rockmore Co., N. Y., as vice president and director of radio and TV.

Patrick O'Rourke, account executive with L. A. office of The Caples Co., named head of agency's new office in Phoenix.

C. W. Duncan, executive vice-president of Harry E. Foster Adv. Ltd., Toronto, to same post with Stewart-Bowman-MacPherson Ltd., Toronto, in charge of eastern Canadian operations of agency.

Donald R. Mayer, account executive with Goold & Tierney Inc., N. Y., named director of radio and television.

Kingman Moore, director on NBC-TV *Colgate Comedy Hour,* to Benton & Bowles Inc., Hollywood, as agency supervisor on filmed NBC-TV *Letter to Loretta,* sponsored by Procter & Gamble Co., starting in fall, and packaged by Lewislor Inc.

Alvin J. Hetfield, N. W. Ayer & Son, N. Y., to Hicks & Greist, N. Y., as director of marketing and research.

D. H. Steele, president of Hamilton Adv. Agency, Chicago, to Carson-Roberts Inc., L. A., as copy director and plans board member.

Bette Nasse, Harry B. Cohen, N. Y., to Duane Jones Co., N. Y., as chief radio timebuyer.

Arthur Block Jr., formerly assistant sales promotion manager of Snellenburg's Dept. Store, Phila., to Weightman Adv. Agency, Phila., in executive capacity.

Andrew Akamian to Sidney Garfield & Assoc., S. F., as account executive.

Ann Roush, previously with Hockaday Assoc., to Smith, Hagel & Snyder, N. Y., as account executive; **Grace Quinn,** formerly with Revlon, named publicity assistant with agency, and **Gene Sprung** named industrial publicist.

John R. Gillingham, advertising manager, Inet Inc., L. A. electrical manufacturer, to Walter McCreery Inc., Beverly Hills, as account executive.

James R. Johnson, formerly with Campbell Soup Co., to BBDO, N. Y., as an account executive.

Charles W. Stubbs, account executive, Western Lithograph Co., L. A., to Western Adv. Agency, that city, in same capacity.

Dennis O'Sullivan, copy chief, Lee Ringer & Assoc., L. A., to Vick Knight Adv., that city, in same capacity.

Robert G. Everett, formerly vice president and account supervisor at Price, Robinson & Frank, Chicago, to Leo Burnett Co., Chicago, as account executive.

David Ng, former production manager of Paul Heller Agency, Washington, appointed assistant production manager of Kal, Ehrlich & Merrick, same city.

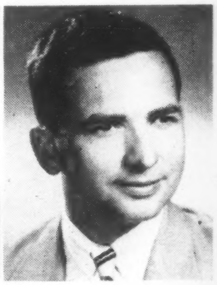
Harry L. Smith, Alfred Politz Research Inc., to N. W. Ayer & Son, N. Y., in radio-TV department to head research staff. **Ira Rothbaum,** RCA, to Ayer's Phila. office on copy staff.

Robert Moeller, formerly assistant advertising manager of Crucible Steel Co. of America, to G. M. Basford Co., N. Y., as assistant account executive.

Richard L. Dexter will resume connection with Potts-Turnbull Adv. Co., Kansas City, as advertising copywriter and junior account executive, upon completion of active duty in Navy in Aug.

Fred Nettere, space salesman for *Wall Street Journal,* and **Roger O'Connor,** radio time salesman for Avery-Knodel, N. Y., to television sales staff of N. Y. office of The Katz Agency, national advertising representatives.

Mr. Nettere



Mr. O'Connor

Wauhillau LaHay, head of radio and television publicity dept., of N. W. Ayer & Son, N. Y., to Kenyon & Eckhardt, that city, in newly created

IN THE 75th MARKET
– TEXAS' 5th
EL PASO
The Fabulous Southwest is B-I-G . . . in Opportunity as well as Area! And El Paso is the hub and center of this, the largest trade territory of the nation.
Nowhere else can you buy so big a "hunk" of these United States at such low cost than you can with KEPO . . . El Paso's most powerful station with 10,000 watts of power reaching the bulk of West Texas, New Mexico and Old Mexico. Here Retail Sales annually are well over one-half billion dollars.
You *must* include KEPO in your radio schedule because El Paso is one of the most important centers of distribution in the entire nation.
Figures from Sales Management, May 10, 1953
Ask Avery-Knodel for complete details.
THE MOST POWERFUL STATION IS
KEPO
ABC at 690 • 10 kw

DISPELLING THE FOG

Hon. Hiram G. Andrews
Minority Leader, Pa., House of Rep.
Distinguished Legislator, former newspaper editor and publisher, speaks his mind each Saturday evening 6:30 PM. Rep. Andrews' capsule commentary is another popular feature of Johnstown's Personality Station In Western Pennsylvania's 2nd Largest Market. . . .
WARD . . .
CBS RADIO NETWORK
WEED & CO., Representative

XUM

position of promotion and publicity on feminine accounts.

Hyman Olken and **William Schurr** appointed to industrial public relations staff of John Falkner Arndt & Co., Phila.

Alice McDonough, media director at Olian Adv. Co., St. Louis, has added media direction of radio and television to duties involving newspapers, magazines and posters.

Homer Heck, production manager at NBC Chicago (WMAQ WNBQ (TV)), to Foote, Cone & Belding, Chicago, in radio-TV capacity.

Jerry Gordon, Sun Ray Drug Co., to Sherman & Marquette, N. Y., merchandising dept.

Daniel C. Ellis, formerly with J. Walter Thompson Co., to copy staff of Kudner Inc., advertising agency.

Ray J. Mauer, writer, to Cunningham & Walsh, N. Y., on creative radio and television staff.

Earle A. Buckley, president of Buckley Organization, Phila., named eastern governor of Trans-America Advertising Agency Network.

Jack Roberts, art director, Carson-Roberts Inc., L. A., elected president of Art Directors of Los Angeles.

Stations

Robert E. Chaffee, formerly with CBS, to KXIC Iowa City, Iowa, as sales manager.

John Mowbray, account executive with KSFO San Francisco, to KXA Seattle as commercial manager. **Dick Schutte,** KSFO account executive, also to KXA.

Mr. Gridley

Ansel E. Gridley, president, general manager and majority stockholder of WFGM Fitchburg, Mass., appointed vice president and general manager of Salisbury Bcstg. Corp., recent grantee of Ch. 4, Worcester, Mass.

James H. Ranger, salesman-announcer, named manager of KWG Stockton.

Robert D. Peel, former program director at WFRX West Frankfort, Ill., to WIND Chicago as production manager and assistant program director. **Dominic Quinn,** staff announcer at WFDF Flint, Mich., to production staff of WIND.

Joe Farris named program director of WGKV-AM-FM Charleston, W. Va., replacing **Phil Vogel,** who shifts to WKNA Charleston.

A. T. Leonard appointed program director at WRBC Jackson, Miss. **R. A. Miller** appointed farm director of station.

Craig Maudsley appointed program director at KONA (TV) Honolulu. **Jim Gunn, Jim Spencer, Nita Benedict** and **Paul Wilcox** are account executives for station. **Frank Fitch** named chief engineer and **Vic Rowland** appointed director of public relations.

Mr. Bailey

B. Hillman Bailey Jr., general manager at KSIG Crowley, La., named general manager at KTAG (TV) Lake Charles, La.

Charles H. High, sales manager, appointed station manager of WGKV-AM-FM Charleston, W. Va., replacing **Col. B. W. Venable,** vice president of Kanawha Valley Bcstg. Co., operator of station.

Robert Lyons, assistant manager at WRAP Norfolk, Va., promoted to general manager.

Alan W. Trench, salesman at WCAE Pittsburgh, promoted to assistant sales manager.

Howard Salesbury rejoins WGKV-AM-FM Charleston, W. Va., as account executive. **Bill Richards,** newscaster, appointed assistant program director of WGKV.

Walter Dibble, announcing and news staff of WSTC-AM-FM Stamford, Conn., promoted to assistant program director. **Bob Perham,** WWNY Watertown, N. Y., and **Ira Harsell,** WRCS Ahoskie, N. C., to announcing staff of WSTC.

Jim Travis, formerly with KOMA Oklahoma City, to WFIN Findlay, Ohio, as head of continuity dept.

Henry T. Wilson, business editor for WOR-AM-TV New York, named to newly-created post of manager of press information.

Frank J. Howard, promotion manager at WJAR-TV Providence, appointed to sales dept. of WBZ-TV Boston. **Hank Elliott,** staff announcer at WMEX Boston, will be summer replacement on WBZ-AM-TV announcing staff.

John A. Sullivan appointed news director of WCAX Burlington, Vt.

Alfred W. Crapsey, local sales manager promoted to supervisor of public affairs, education and transcription sales operations at KNBC San Francisco.

Tom Baxter, engineer-writer-producer, rejoins KECA Hollywood, as producer-director.

William M. Greene, free lance Hollywood writer, to KNBH (TV) that city, as producer on *Jack McElroy Show.*

Mr. Jolley

A. B. Jolley, former Dallas county agent, to KRLD-AM-TV Dallas as agricultural director.

Johnnie Williams, KAAA Redwing, Minn., to KDUB-TV Lubbock, Tex., as announcer. **Marilyn Rupe** to film dept. of KDUB-TV.

Ronald Tighe to KCBS San Francisco news staff, replacing **Donald Shields,** resigned.

Bill Guthrie, formerly with WIND Chicago, and **Don Anderson** to announcing staff of WENR Chicago.

Bill Burns appointed news director at WDTV (TV) Pittsburgh.

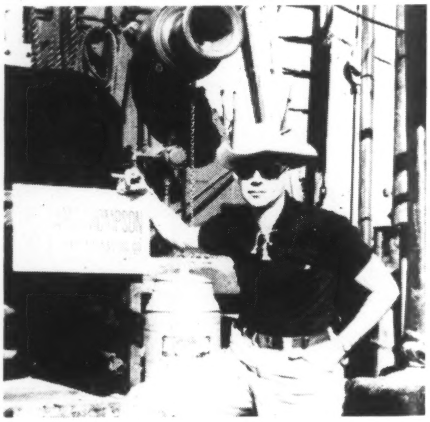
Cal Rains appointed night news editor at WIRL Peoria, Ill.

Chris Patte promoted to chief announcer at WLBG Laurens, S. C.

Mrs. Mescal Johnston named women's service director at KLRA Little Rock, Ark. **Herbie Byrd** named sports director at KLRA.

Frank Barron, WJW Cleveland sales representative, to sales staff of WXEL Cleveland.

Fred Eames Jr., supervising engineer at WLWD (TV) Dayton, Ohio, to WENS (TV) Pittsburgh, as chief engineer.



S. (BUD) FANTLE Jr., formerly owner of KELO Sioux Falls, S. D., still puts his faith in towers, but now they are oil derricks instead of radio antennas. Here he is on the job in the South Dakota oil fields.

WJW
CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

Alan Baldridge to WSRK Shelbyville, Ind., as director of news and special events. **Don Clark** to WSRK as disc jockey and staff announcer. **Larry Schott,** part-time announcer, to sports dept., and **Jan Stine,** disc jockey, named assistant women's program director.

Milo Hamilton to WTVI (TV) Belleville, Ill., as sports director.

Howard Williams to engineering staff at WICC-TV Bridgeport, Conn.

Al Alexander, former sports director and announcer for KHMO Hannibal, Mo., to KXEL Waterloo, Iowa, in same capacity. **Charlie Trussell,** WNOW York, Pa., to KXEL as disc jockey and m.c.

Don Anderson, KHUM Eureka, to engineering staff of KCBS San Francisco.

William T. Romaine, manager of film library at CBS New York, to WSAZ Huntington, W. Va., as administrative assistant.

Ted Work, formerly with WBTM Danville, Va., to WISP Kinston, N. C., as announcer-disc jockey.

Lois Rainville named sales secretary at KCBS San Francisco. **Ralph Buchanan** is new KCBS librarian.

Howie Leonard, WLAW Boston, to announcing staff of WPOR Portland, Me.

Michael Doyle, Hollywood TV writer-director, father of triplets, Bruce, Laurence and Moira, June 20.

Hollis Seavey, director of Clear Channel Broadcasting Service, father of boy, June 17.

Dolly Banks, co-owner and manager of WHAT Philadelphia and **Shep Shapiro,** Chicago lawyer with offices in Phila., were married Jan. 18.

Norman Ross, 57, WMAQ Chicago announcer, died June 19.

Networks

Sam Rossant, head of MGM radio attractions' sales div., to ABC Radio sales dept., as account executive.

Murry Salberg, with CBS Radio promotion dept. since 1948, named program promotion manager for network.

Charles M. Stark, Solow-Stark Productions packaging firm, N. Y., appointed account executive in sales dept. of DuMont TV Network.

Mr. Salberg

Frank Telford, radio and television producer-director for Young & Rubicam, to producing staff of DuMont TV Network, where he will work on packaging ideas of his own and other related assignments.

Max Liebman, producer-director, NBC-TV *Your Show of Shows,* granted ASCAP license, has organized new music publishing company, Savoy Music Inc.

Earl Bronson, formerly with Schwimmer & Scott, to ABC Radio production staff.

William Storke, assistant manager, NBC-AM-TV Hollywood continuity acceptance dept., named network junior account executive.

Robert Bersbach to NBC Chicago staff as NBC-TV film syndicated salesman, **Franklyn Ferguson** as announcer, **Robert Knoles** as TV prop procurement coordinator, **Tom Elrod** as TV production facilities assistant, and **Janice Kingslow** as junior promotion writer for WMAQ-WNBQ (TV) advertising and promotion staff.

Barbara Britton and **Richard Denning,** who portray title roles in CBS-TV *Mr. and Mrs. North* film series, assume same roles on CBS Radio version.

Mark Stevens replaces **Lee Tracy** on *Martin Kane, Private Eye,* NBC-TV, Thurs., 10-10:30 p.m., sponsored by U. S. Tobacco Co.

Herbert H. Sonnenburg, 48, sales promotion manager of Don Lee Bcstg. System, Hollywood, died June 10.

William J. Harding, 44, ABC Radio producer in Hollywood, died.

Herman I. Smith, 34, CBS-TV Hollywood cameraman and technician, was believed drowned June 15.

Manufacturing

Donald Crawford, treasurer of Duplan of Canada Ltd., textile firm, appointed coordinator for associated companies of RCA International Div., located in Argentina, Australia, Brazil, Canada, Chile, England, Greece, India, Italy, Mexico and Spain.

Harry E. McCullough, sales manager for radio and TV, promoted to general sales manager of radio and TV, Crosley Div., Avco Mfg. Corp., Cincinnati.

Philip J. Herbst, RCA Victor engineer, named head of Communications Engineering Section of engineering products dept.

Mr. McCullough

John J. Poister, formerly with Zenith Radio Corp. in sales promotion and creative advertising activities, to Tempo Inc. as account executive.

Fred M. Pugh appointed sales representative for General Electric silicone products dept. to industries in central and eastern Ohio.

C. D. Pitts, former Coast Guard officer and radio and sound engineer, appointed field sales representative for RCA equipment in company's Washington, D. C., office.

G. Harold Metz, manager of personnel div., RCA Service Co., named director of personnel, RCA Victor Div., Camden, N.J. **Joseph F. Murray,** formerly manager of wage and salary administration and services section in company's personnel div., replaces Mr. Metz as personnel manager of RCA Service Co.

Roger Somerville, formerly with Fairchild Recording & Equipment Co., named mechanical project engineer on government assign-

"Hey, Mac, which Altoona station packs more punch, power, pep and personalities"?

"That's easy, Jack, naturally it's always . . . WVAM"

"It reaches *more* people in central Pennsylvania with *more* power (1000 watts, day and night) with *more* of radio's best shows—CBS.

"That's why *more* local and national sponsors are putting their sales messages on WVAM."

ARE YOU?

WVAM 1000 WATTS CBS
ALTOONA, PA.
WEED & Co. representatives

JET FIRE
MERCHANDISING
IN THE TRI-CITY AREA
TO GIVE YOUR PRODUCT
TIME PLUS
WPTR
50,000 WATTS
UPSTATE NEW YORK'S
LEADING INDEPENDENT
ALBANY SCHENECTADY-TROY
ASK YOUR
WEED REPRESENTATIVE

ments at CBS-Columbia Inc., Long Island City, N.Y.

Representatives

Bill Walsh, media director for John C. Dowd Inc., Boston, named supervisor of radio spot sales for Weed & Co.'s Boston office.

George I. Weinman Jr., formerly with *Tide* magazine, to N. Y. sales staff of George P. Hollingbery Co., station representative firm.

Calvin S. Cass, sales staff of WINS New York, to radio sales staff of Adam J. Young Jr., N. Y., radio station representative firm.

Eddie Bond, salesman at CHUM Toronto, to sales staff of H. N. Stovin & Co., Toronto, station representative firm.

Program Services

Alan Johnston, account executive, KCBS San Francisco, to Ziv TV Programs Inc., in same capacity.

Ray Boley, owner of Arizona Recording Productions, Phoenix, and partner in Canyon Films, advertising film producers of that city, elected president of Phoenix Advertising Club.

Arthur Hogan, owner-manager, Universal Recorders, Hollywood, father of boy, June 22.

Personnel Relations

Robert Robb elected president, Hollywood Local of Radio & Television Directors Guild, succeeding **Ted Bliss.**

Irving Rogosin, National Labor Relations Board principal trial examiner, named general counsel for Independent Motion Picture Producers Assn., and will head labor negotiations committee.

Trade Associations

Carey Wilson, M-G-M producer, has been elected president of Screen Producers Guild, Hollywood. Other officers are **Samuel G. Engel, Arthur Freed** and **Jesse L. Lasky,** first, second and third vice presidents, respectively; **William Thomas,** executive secretary; **Walter Mirisch,** treasurer, and **William Wright,** assistant treasurer.

New Grantees' Commencement Target Dates

* Educational permittee ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	.... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Oct. '53	....
WPTR-TV Albany, N. Y. (23)	6/10/53	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
KOAT-TV Albuquerque, N. M. (7)	6/18/53 Unknown	....
KSPJ (TV) Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53 8/1/53	.... Pearson TV
KERO-TV Bakersfield, Calif. (10)	6/18/53 Late Sept. '53	....
WRBJ (TV) Beloit, Wis. (57)	2/11/53 Fall 1953	.... Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	.... Blair TV
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
WBLN (TV) Bloomington, Ill. (15)	3/4/53 10/1/53	ABC ....
KDSH-TV Boise, Idaho (2)	5/14/53 Unknown	....
WSTB-TV Boston, Mass. (50)	3/26/53	....
KXLF-TV Butte, Mont. (6)	2/26/53 8/1/53	....
WWTV (TV) Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTAO-TV Cambridge, Mass. (56)	3/11/53 Sept. '53	....
WACA-TV Camden, S. C. (14)	6/3/53 11/1/53	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
KSPR-TV Casper, Wyo. (2)	5/14/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	.... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 9/1/53	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	.... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	.... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	CBS Grant
WCIN-TV Cincinnati, Ohio (54)	5/14/53 Unknown	....
WERE-TV Cleveland, Ohio (65)	6/18/53 Fall '53	....
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
KOMU-TV Columbia, Mo. (8)	1/15/53 10/1/53	NBC H-R TV Inc.
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
WDAK-TV Columbus, Ga. (28)	3/11/53 10/1/53	NBC Headley-Reed
WOSU-TV Columbus, Ohio (34)*	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
KDIO (TV) Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
KTLV (TV) Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM ....
WGLV (TV) Easton, Pa. (57)	12/18/52 7/15/53	ABC, DuMont Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	.... Hollingbery
WTRC-TV Elkhart, Ind. (52)	6/3/53 Summer '54	....
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	.... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
Eugene, Ore. TV Co. (13)	5/14/53 Sept. '53	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 8/1/53	.... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	.... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 7/15/53	ABC Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Oct. '53	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	.... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 May '54	.... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	CBS Pearson
WGLV (TV) Greenville, S. C. (23)	1/23/53 8/1/53	ABC H-R TV Inc.
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHQA-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
KGBS-TV Harlingen, Tex. (4)	5/21/53 Unknown	....
WSIL-TV Harrisburg, Ill. (22)	3/11/53 Nov. '53	....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 Sept. 1	NBC Devney

THE SCOPE OF THIS LIST

B•T's New Grantee's Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

It's Happening in NEW HAVEN

ON WNHC

Pies, anyone? Pastries? Tell 'em about it over WNHC Radio. Marzullo's Pastry Shop is in its *eighth year* of continuous *selling* to WNHC listeners.

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!

Represented Nationally by The Katz Agency

Location & Channel	Date Granted & Target for Start	Network Representative
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	....
American Bcstg. Station Inc., Honolulu, T.H. (4)	5/14/53 Unknown	....
KXYZ-TV Houston, Tex. (29)	6/18/53 Unknown	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	CBS ....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 1954	ABC ....
WNES (TV) Indianapolis, Ind. (67)	3/26/53 Oct. '53	....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	....
WJHP-TV Jacksonville, Fla. (36)	6/3/53 Fall '53	.... Perry Assoc.
KCMO-TV Kansas City, Mo. (5)	6/3/53 Fall '53	Katz ....
WKNE-TV Keene, N. H. (45)	4/22/53 Unknown	....
WCEE-TV Knoxville, Tenn. (26)	3/26/53	....
WWLA (TV) Lancaster, Pa. (21)	5/7/53 Fall '53	....
KLAS-TV Las Vegas, Nev. (8)	3/19/53 July '53	ABC, CBS Weed TV
General Bcstg. Co., Lawrence, Mass. (72)	6/10/53	....
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	....
KARK-TV Little Rock, Ark. (4)	6/18/53 Dec. '53	....
KTVE (TV) Longview, Tex. (32)	2/5/53 8/1/53	.... Forjoe
KFYO-TV Lubbock, Tex. (5)	5/7/53 Fall '53	.... Taylor
KTRE-TV Lufkin, Tex. (9)	3/11/53 1954	.... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	ABC, NBC Headley-Reed
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	.... Donald Cooke
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....
KBES-TV Medford, Ore. (5)	3/4/53 7/1/54	CBS ....
WTOK-TV Meridian, Miss. (11)	6/3/53 9/27/53	.... Headley-Reed
Miami TV Co., Miami, Okla. (58)	4/22/53 Unknown	....
WOKY-TV Milwaukee, Wis. (19)	6/3/53 9/1/53	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/16/53 9/15/53	....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	.... Gill-Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 [CP stayed]	....
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	....
KFXD-TV Nampa, Idaho (6)	3/11/53 9/1/53	.... Hollingbery
WDHN (TV) New Brunswick, N. J. (47)	4/2/53 Unknown	....
WJMR-TV New Orleans, La. (61)	2/18/53 Sept. '53	.... Bolling
CKG Co., New Orleans, La. (26)	4/2/53 Fall 1953	.... Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	2/18/53 10/15/53	.... Walker
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Sept. '53	....
KTVQ (TV) Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WJDM (TV) Panama City, Fla. (7)	3/11/53 Sept. '53	.... Hollingbery
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 9/21/53	....
WEAR-TV Pensacola, Fla. (3)	6/3/53 9/1/53	.... Hollingbery
WTVH-TV Peoria, Ill. (19)	12/18/52 9/1/53	.... Petry
KOOL-TV Phoenix, Ariz. (10) (ST-KOY-TV)	5/27/53 10/1/53	....
KOY-TV Phoenix, Ariz. (10) (ST-KOOL-TV)	5/27/53 10/1/53	....
Central South Sales Co., Pine Bluff, Ark. (7)	6/18/53 Fall '53	....
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	.... Headley-Reed
WQED (TV Pittsburgh, Pa. (13)*	5/14/53 1/1/54	....
KJRL-TV Pocatello, Idaho (6)	2/26/53 Nov. '54	CBS ....
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	.... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y. Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	....
WGEM-TV Quincy, Ill. (10)	6/18/53 Unknown	....
WNAO-TV Raleigh, N. C. (28)	10/16/52 7/1/53	ABC, CBS, DuM Avery-Knodel
Blue Grass TV Co., Richmond, Ky. (60)	4/29/53 Unknown	....
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
WRNY-TV Rochester, N. Y. (27)	4/2/53 Unknown	....
Star Bcstg. Co., Rochester, N. Y. (15)	6/10/53	....
WREX-TV Rockford, Ill. (13)	5/14/53 Unknown	....
KPIC (TV) Salem, Ore. (24)	1/29/53 Oct. '53	....
KUTV (TV) Salt Lake City, Utah (2)	3/26/53 Fall '53	ABC Hollingbery
KALA (TV) San Antonio, Tex. (35)	3/26/53	....
WJON-TV St. Cloud, Minn. (7)	1/23/53 Late Oct. '53	.... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 8/1/53	CBS, DuM Headley-Reed
WIL-TV St. Louis, Mo (42)	2/12/53 Late 1953	....
KETC (TV) St. Louis, Mo. (9)*	5/7/53 Unknown	....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	....
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53 9/15/53	....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 [CP stayed]	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	Katz ....
KBAY-TV San Francisco (20)	3/11/53 Unknown	....
KSAN-TV San Francisco (32)	4/29/53 Unknown	.... McGillvra
John A. Vietor, San Jose, Calif. (48)	6/17/53 Oct. '54	....
WTRI (TV) Schenectady, N. Y. (35)	6/11/53	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	.... Hollingbery
KOMO-TV Seattle (4)	6/10/53	....
KDRO-TV Sedalia, Mo. (6)	2/26/53 Early '54	....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	....
Stamford-Norwalk (Conn.) TV Corp. (27)	5/27/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 July 1953	ABC Taylor
WIBW-TV Topeka, Kan. (13)	6/3/53 Late fall '53	....
KCOK-TV Tulare, Calif. (27)	4/2/53 Sept. '53	DuM Forjoe
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
KLIX-TV Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Nov. '53	.... Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	....
WINT (TV) Waterloo, Iowa (15)	4/16/53 10/1/53	....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
WTRF-TV Wheeling, W. Va. (7)	4/22/53 11/1/53	NBC Hollingbery
KEDD (TV) Wichita, Kan. (16)	2/18/53 8/1/53	ABC Petry
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel

52 SHOWS READY FOR YOU
The Sportsman's Club
15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.
FOR SALES RESULTS USE KGW
Economical and efficient medium for covering the mass market.
KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

Location & Channel	Date Granted & Target for Start	Network Representative
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM ....
Salisbury Bcstg. Corp., Worcester, Mass. (14)	6/18/53 Unknown	....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	.... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53 Unknown	....
KIVA-TV Yuma, Ariz.	3/25/53 Unknown	....

Upcoming Events

June 28-30: National Appliance & Radio-TV Dealers Assn., mid-year meeting, Conrad Hilton Hotel, Chicago.

June 29: FCC Mock Hearing Conference, Hearing Room A, ICC Bldg., Washington.

June 29-July 11: TV Workshop, Pasadena, Playhouse.

July 8-10: Hearing on North American Regional Broadcast Agreement; Senate Foreign Relations subcommittee. U. S. Capitol. Open.

July 24-25: National sales meeting, Columbia Records Inc., Palmer House, Chicago.

Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

SPECIAL LISTING

Program and sales conferences, co-sponsored by BAB and BMI.

June 20-July 1: Utah, Salt Lake City; Ansley, Atlanta.

July 1-2: U. of Denver, Denver; Wade Hampton, Columbia, S. C.

July 6-7: Northern, Billings, Mont.

July 7-8: Selwyn, Charlotte, N. C.

July 8-9: KFYR Studios, Bismarck, N. D.

July 9-10: Roanoke, Va.; Ladisson, Minneapolis.

July 10-11: Daniel Boone, Charleston, W. Va.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO
MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 16,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

ACTIONS OF THE FCC

June 18 through June 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Stations Authorizations as of May 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,430	569	101
CPs on air	15	32	†88
Total on air	2,445	601	†179
CPs not on air	130	20	266
Total authorized	2,575	611	455
Applications in hearing	90	1	108
New station requests	244	9	611
Facilities change requests	183	32	23
Total applications pending	913	95	730
Licenses deleted in May	0	11	0
CPs deleted in May	2	0	1

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*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through June 24

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,454	2,431	157	240	93
FM	597	596	52	9	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	129	235	364[1]
Educational	4	13	17

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	149	38	187
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	792	337	632	503	1,135[2]
Educational	48		25	23	48
Total	847	337	657	526	1,183[3]

[1] Five CPs (2 vhf, 4 uhf) have been returned.

[2] One applicant did not specify channel.

[3] Includes 381 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

ACTIONS BY FCC

Little Rock, Ark.—Arkansas Radio & Equipment Co. (KARK) granted vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,901 ft., above ground 1,332 ft. Estimated construction cost $729,682, first year operating cost $846,354.31, revenue $700,053,76. Studio location 6815 Cantrell Road. Transmitter location 13 miles NW of Little Rock. Geographic coordinates 34° 47′ 55″ N. Lat., 92° 29′ 58″ W. Long. Transmitter and antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **T. H. Barton,** owner of Barton Corp. (securities), owner of Real Properties Inc., chairman of board of Lion Oil Co.; Vice President **T. K. Barton** (18.16%), owner of 30% of Sonbar Corp. (oil and gas); Vice President **Dave Grundfest** (4.58%), and Vice President **Harry C. Couch** (4.58%). Address: 112-14 East Capitol Ave., Little Rock. Granted June 18.

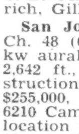
Pine Bluff, Ark. — Central-South Sales Co. granted vhf Ch. 7 (174-180 mc); ERP 24.5 kw visual, 13.2 kw aural; antenna height above average terrain 510 ft., above ground 537 ft. Estimated construction cost $248,455, first year operating cost $168,000, revenue $216,000. Post office address 1850 South Bolder, Tulsa, Okla. (temporary); general office 201 North Second St., Fort Smith, Ark. Studio and transmitter location 4600 W. Sixth Ave., Pine Bluff. Geographic coordinates 34° 13′ 21″ N. Lat., 92° 93′ 06″ W. Long. Transmitter and antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President **John T. Griffin** (41.67%), Vice President **James C. Leake (41.67%)**, Administrative Vice President **John Esau** (10%) and Secretary-Treasurer **Bryan Mathes (6.68%)**. Mr. Griffin is president and majority stockholder of KTUL Tulsa, KOMA Oklahoma City and KFPW Ft. Smith, Ark. Mr. Esau is vice president-general manager of KTUL and KFPW. KOMA is applicant for vhf Ch. 9; KTUL seeks vhf Ch. 8 at Muskogee. Concurrently the Commission dismissed competitive application of Arkansas TV Co. for the same channel [B•T, June 22]. Granted June 18.

Bakersfield, Calif.—Kern County Bcstrs. Inc. (KERO) granted permit for vhf Ch. 10 (192-198 mc); ERP 11.7 kw visual, 5.89 kw aural; antenna height above average terrain 380 ft.; estimated construction cost $172,401, first year operating cost $190,000, revenue $228,000. Post office address: 1420 Truxton Ave., Bakersfield. Studio location: 1420 Truxton Ave. Transmitter location: Alfred Hornell Hwy., near Bakersfield. Geographic coordinates 35° 24′ 41″ N. Lat., 118° 56′ 25″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Albert DeYoung** (51%), general manager and 10% owner of KERO Bakersfield; Vice President **G. L. Harlan** (24%); Secretary-Treasurer **Bryan J. Coleman** (5%), secretary treasurer of Bakersfield Savings & Loan Assn.; **Edward E. Urner** (10%), sales manager of KERO; **Kenneth R. Croes** (5%), program manager of KERO, and **S. B. Gill** (5%), attorney with law firm of Deadrich, Gill & Bates. Granted June 18.

San Jose, Calif., John A. Vietor granted uhf Ch. 48 (674-680 mc); ERP 107.12 kw visual, 58.2 kw aural; antenna height above average terrain 2,642 ft., above ground 175 ft. Estimated construction cost $216,530, first year operating cost $255,000, revenue $275,000. Post office address 6210 Camino de la Costa, La Jolla, Calif. Studio location to be determined. Transmitter location 11 mi. SE of Los Gatos, Calif. Geographic coordinates 37° 06′ 40″ N. Lat., 121° 50′ 33″ W. Long. Transmitter and antenna RCA. Legal counsel Laidler Mackall, Washington. Consulting engineer L. N. Papernow, San Diego. Mr. Vietor has interest in T.B.C. Co., applicant for vhf Ch. 10 at San Diego. Granted June 17.

Quincy, Ill.—Quincy Bcstg. Co. (WGEM) granted vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 680 ft., above ground 574 ft. Estimated construction cost $372,150, first year operating cost $220,000, revenue $275,000. Post office address: Hotel Quincy, 513 Hampshire St., Quincy. Studio location: Hotel Quincy. Transmitter location: on Columbus Highway, 0.7 mi. West of Franklin School, 4 mi. NE of center of Quincy. Geographic coordinates 39° 51′ 09″ N. Lat., 91° 19′ 50″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **T. C. Oakley,** Vice President, Treasurer and Manager **Joseph S. Bonansinga** (5%), **Donald S. Gardiner** (8.5%), **Clarence H. Quest** (7%) and **Anita C. Lavery** (5%). Quincy Newspapers Inc. owns 70% of stock. Granted June 18.

Albuquerque, N. M.—Alvarado Bcstg. Co. Inc. (KOAT) granted vhf Ch. 7 (174-180 mc); ERP 24.8 kw visual, 12.4 kw aural; antenna height above average terrain 770 ft., above ground 538 ft. Estimated construction cost $253,140.36, first year operating cost $156,000, revenue $208,000. Post office address: 122 S. Tulane, Albuquerque. Studio location: 122 S. Tulane. Transmitter location: 1¾ miles West of Albuquerque. Geographic coordinates 35° 12′ 40″ N. Lat., 106° 27′ 02″ W. Long. Transmitter DuMont, antenna RCA.



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Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer William H. Carman, Albuquerque. Principals include President **Herbert Wimberly** (49.5%); Vice President and General Manager **Albert M. Cadwell** (49.5%). Applicant also is licensee of KTRC Santa Fe and lessee of KRSN Los Alamos. Granted June 18.

Cleveland, Ohio—Cleveland Bcstg. Inc. (WERE-AM FM) granted uhf Ch. 65 (776-782 mc); ERP 204 kw visual, 110 kw aural; antenna height above average terrain 650 ft., above ground 434 ft. Estimated construction cost $406,735, first year operating cost $330,000, revenue $275,000. Post office address: 1501 Euclid Ave., Cleveland. Studio location: 1501 Euclid Ave., Cleveland. Transmitter location: 9256 Ridge Road. Geographic coordinates: 41° 20′ 28″ N. Lat., 81° 44′ 29″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George P. Adair, Washington. Principals include President **Ray T. Miller** (14.6%), Vice President **Paul C. Aiken** (3.23%), Secretary **Ray L. Lamb** (2.2%) and **Donald W. Horbeck** (7.16%). Granted June 18.

Houston, Tex.—Shamrock Bcstg. Co. (KXYZ) granted uhf Ch. 29 (560-566 mc); ERP 1,000 kw visual, 501 kw aural; antenna height above average terrain 670 ft., above ground 698 ft. Estimated construction cost $609,845.17, first year operating cost $400,000, revenue $450,000. Post office address: 5th Floor, Gulf Bldg., Houston 2, Tex. Studio and transmitter location: On Cullen Blvd., 1,200 ft. south of Wheeler Ave., on campus of U. of Houston. Geographic coordinates 29° 42′ 53″ N. Lat., 95° 20′ 54″ W. Long. Transmitter, antenna and studio equipment GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Granted June 18.

Applications

Hot Springs, Ark.—Southern Newspapers Inc. requests vhf Ch. 9 (186-192 mc); ERP 12.59 kw visual, 6.31 kw aural; antenna height above average terrain 671 ft., above ground 137 ft. Estimated construction cost $185,626, first year operating cost $150,000, revenue $175,000. Post office address 912 Central Ave. Studio location to be determined. Transmitter location 0.7 miles N of U.S. Highway 70, W of western city limits on West Mtn. Geographic coordinates 34° 30′ 21″ N. Lat., 93° 04′ 21″ W. Long. Transmitter RCA, antenna GE. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Clyde E. Palmer** (20.50%), publisher of newspapers in Arkansas and Texas and stockholder in KAMD Camden, Ark., KWFC Hot Springs, Ark., and KCMC Texarkana, Tex.; Secretary-Treasurer **Alden P. Mooney** (31.5%), stockholder in KCMC. Associated Arkansas Newspapers owns 33.8%. Filed June 19.

High Point, N. C.—High Point Enterprises Inc. requests vhf Ch. 6 (82-88 mc); ERP 66 kw visual, 33 kw aural; antenna height above average terrain 433 ft., above ground 350 ft. Estimated construction cost $189,914.57, first year operating cost $135,000, revenue $175,000. Post office address 305 N. Main St. Studio location 305 N. Main St. Transmitter location Prospect St. (Ext.) at south edge of city. Geographic coordinates 35° 55′ 10.6″ N. Lat., 80° 01′ 57″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Scharfield, Jones & Baron, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **R. B. Terry** (49.2%), Secretary **D. A. Rawley** (25.8%), **Mrs. J. P. Rawley** (24.2%) and **Mrs. R. B. Terry** (0.8%). All have local interests. Filed June 23.

Valley City, N. D.—North Dakota Bcstg. Co. (KCJB Minot) requests vhf Ch. 4 (66-72 mc); ERP 10.58 kw visual, 5.29 kw aural; antenna height above average terrain 657 ft., above ground 582 ft. Estimated construction cost $147,450 first year operating cost $96,000, revenue $170,000. Post office address 15A W. Central Ave., Minot. Studio and transmitter location Highway 10, 5 miles E of Valley City. Geographic coordinates 46° 55′ 19″ N. Lat., 97° 53′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel D. F. Prince, Washington. Consulting engineer Lloyd R. Amoy, Des Moines. Principals include President **John W. Boler** (0.35%), president and principal stockholder of KSJB Jamestown, N. D., president of KIOA Des Moines, Iowa; Secretary **John Hjellum** (0.02%). Jamestown Bcstg. Co. (KSJB) owns 73%. Filed June 22.

Irwin, Pa.—Irwin Community TV Co. requests vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 474.5 ft., above ground 310 ft. Estimated construction cost $454,199.11, first year operating cost $630,000, revenue $860,000. Post office address 407 Oak St. Studio location to be determined. Transmitter location at Foster Rd., North Versailles Twsp. Geographic coordinates 40° 21′ 52″ N. Lat., 79° 48′ 49″ W. Long. Transmitter Federal, antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Edward J. Hirshberg** (6.0%), president of WEDO McKeesport, Pa.; Vice President **Clarence T. Schade** (10%), Treasurer H. Clair Altman (10%). Filed June 23.

Irwin, Pa.—Wespen TV Inc. requests vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 57 kw aural; antenna height above average terrain 735 ft., above ground 732 ft. Estimated construction cost $637,092.78, first year operating cost $789,959, revenue $1,000,000. Post office address Coulter Bldg., Greensburg, Pa. Studio location 415 Main St. Transmitter location approximately 0.25 miles S. of city limits. Geographic coordinates 40° 19′ 04″ N. Lat., 79° 41′ 49″ W. Long. Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include President **Scott Fink** (6.25%), Secretary **R. T. Jennings Jr.** (2.5%) and Treasurer John T. Barclay Jr. (6.25%). There are some 20 local stockholders. Filed June 22.

Orangeburg, S. C.—WTND Inc. (WTND) requests uhf Ch. 44 (650-656 mc); ERP 77 kw visual, 41.5 kw aural; antenna height above average terrain 350 ft., above ground 344.2 ft. Estimated construction cost $125,000, first year operating cost $100,000, revenue $125,000. Post office address Radio Center Bldg. Studio and transmitter location S. C. Highway 56. Geographic coordinates 33° 30′ 45″ N. Lat., 80° 52′ 11″ W. Long. Transmitter and antenna RCA. Consulting engineer Robert D. Lambert Jr., Columbus, S. C. Principals include President **J. I. Sims** (33.36%), owner Augusta TV Co., seeking Ch. 12 at Augusta, Ga.; Vice President **G. L. Sims** (16.66%); Secretary **H. R. Sims** (16.66%); Treasurer **J. L. Sims** (16.66%) and estate of **H. S. Sims** (16.66%). Filed June 22.

Elkins, W. Va.—Elkins TV Assn. requests permit for experimental TV station on vhf Ch. 13 with power of 10 w visual and 5 w aural. Proposes to rebroadcast programs of WDTV (TV) Pittsburgh, test propagation characteristics of hilly area. Filed June 23.

Applications Amended

Sacramento, Calif. — Sacramento Telecasters Inc. amends application for vhf Ch. 10 to make changes re stockholders. Filed June 22.

New Haven, Conn.—Connecticut Radio Foundation (WELI) amends application for new TV station on uhf Ch. 59 to change officers, directors, stockholders, ERP from 200 kw visual and 100 kw aural to 19.25 kw visual and 10.3 kw aural antenna height above average terrain from 560 ft. to 563 ft.; studio location to Baldwin Dr., top of West Rock Ridge, Woodbridge (near New Haven). Filed June 24.

Thomasville, Ga.—E. D. Rivers Sr. amends application for vhf Ch. 6 to change ERP from 1.92 kw visual and 0.96 kw aural to 7.76 kw visual and 3.9 kw aural; antenna height above average terrain from 335.5 ft. to 259 ft.; trans. location to U. S. Hwy. 19, 5.9 mi. N of Thomasville courthouse. Filed June 24.

Cedar Rapids, Iowa—Cedar Rapids TV Corp. amends application for uhf Ch. 20 to change name to Hawkeye TV Corp.; make changes in officers, directors and stockholders; change ERP from 184 kw visual and 92 kw aural to 18.4 kw visual and 9.2 kw aural. Filed June 22.

Baton Rouge, La.—Louisiana TV Bcstg. Corp. amends application for new TV station on vhf Ch. 2 to change officers, directors and stockholders; change ERP from 55.8 kw visual and 33.4 kw aural to 100 kw visual and 50 kw aural; antenna height above average terrain from 465 ft. to 552 ft.; studio and trans. site to River Rd. and W. Chimes St. Filed June 4.

Kansas City, Mo.—Midland Bcstg. Co. (KMBC) amends application for vhf Ch. 9 to change hours of operation from unlimited to sharing time with WHB Bcstg. Co. (WHB). Contingent upon grant of WHB Bcstg. Filed June 23.

Kansas City, Mo. — WHB Bcstg. Co. (WHB) amends application for vhf Ch. 9 to change hours of operation from unlimited to sharing with Midland Bcstg. and contingent upon grant to Midland; change antenna height above average terrain from 832 ft. to 1,079 ft.; transmitter location to NW corner 23d St. and Topping Ave. and studio location to site to be determined. Filed June 23.

Knoxville, Tenn.—Radio Station WBIR Inc. amends application for new TV station on vhf Ch. 10 to make change in officers, directors and stockholders and change studio location to 1126 Broadway N.E. Filed June 1.

Corpus Christi, Tex.—K-Six TV Inc. (KSIX) amends application for vhf Ch. 10 to change ERP from 209.3 kw visual and 104.7 kw aural to 212 kw visual and 106 kw aural; change antenna height from 675 ft. to 698 ft. above average terrain; change trans. site to State Hwy 44, 1.7 mi. E of Robstown, Tex. Filed June 23.

Applications Dismissed

New Haven, Conn. — WAVZ Bcstg. Corp. (WAVZ) dismisses application for new TV station on uhf Ch. 59, leaving uncontested application of WELI there. Dismissed June 23.

Hattiesburg, Miss.—Mississippi Electronics Co. dismissed application for new TV station on vhf Ch. 9, leaving uncontested application of Hattiesburg TV, composed of principals in WFOR and WHSY there. Dismissed June 23.

Havre, Mont. — North Montana Bcstg. Co. (KOJM) dismissed application for new TV station on vhf Ch. 9. No other application pends for channel. Dismissed June 24.

Rochester, N. Y.—WARC Inc. (WARC) dismissed application for new TV station on uhf Ch. 15. Grant subsequently was made to Star Bcstg. Co., which has purchased WARC. Dismissed June 9.

Schenectady, N. Y.—Champlain Valley Bcstg. Corp. (WXKW Albany) dismissed application for uhf Ch. 35, subsequently granted to Van Curler Bcstg. Corp. WXKW is to be dropped in consolidation plan, with physical assets of station purchased by Van Curler, WTRY Troy and WPTR Albany [B•T, June 15]. Dismissed June 9.

Troy, N. Y.—Troy Bcstg. Co. (WTRY) dismissed application for uhf Ch. 23, subsequently granted to WPTR Albany. WTRY principals acquire half-interest in Van Curler Bcstg. Corp., new uhf Ch. 35 grantee at Schenectady [B•T, June 15]. Dismissed June 9.

Existing TV Stations . . .

Actions by FCC

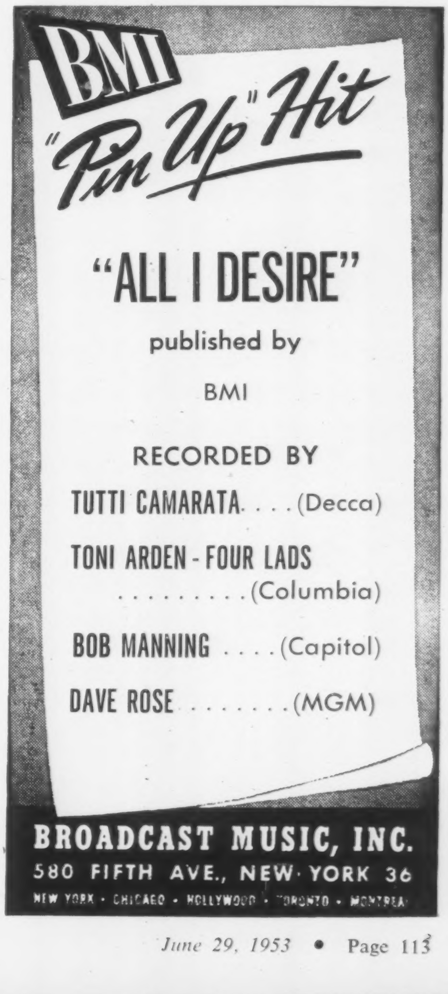
KVOA-TV Tucson, Ariz.—Arizona Bcstg. Co. granted special temporary authority to operate on Ch. 4 on commercial basis from May 20 to July 12. Decision June 11; announced June 23.

KETV (TV) Little Rock, Ark.—Great Plains TV Properties of Arkansas Inc. granted modification of CP to install new trans. and change ERP from 17.5 kw visual and 9.9 kw aural to 18.6 kw visual and 10 kw aural; antenna height above average terrain 510 ft. Decision June 18; announced June 23.

KFSD-TV San Diego, Calif. — Airfan Radio Corp. granted modification of CP to change studio and transmitter locations and change ERP from 180 kw aural to 178 kw aural; antenna height above average terrain 700 ft. Decision June 18; announced June 23.

WNLC-TV New London, Conn.—Thames Bcstg. Corp. granted modification of CP to change ERP from 105 kw visual and 54 kw aural to 19.1 kw visual and 10.2 kw aural; change transmitter location; antenna height above average terrain 700 ft. Decision June 18; announced June 23.

KTVI (TV) Boise, Idaho—Idaho Bcstg. & TV Co. granted modification of CP to change ERP from 32 kw visual and 16 kw aural to 31.6 kw visual and 15.8 kw aural; change trans. location; antenna height above average terrain 2,360 ft.



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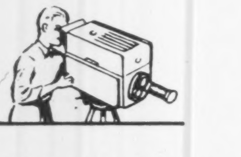

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KCTV (TV) Sioux City, Iowa—Great Plains TV Properties of Iowa Inc. granted modification of CP to install new transmitter and change ERP from 18.5 kw visual to 19.5 kw visual; antenna height above average terrain 530 ft. Decision June 18; announced June 23.

KTAG (TV) Lake Charles, La.—KTAG-TV Inc. granted modification of CP to change ERP from 20 kw visual and 10.5 kw aural to 24.4 kw visual and 11 kw aural; change transmitter and studio locations; antenna height above average terrain 330 ft. Decision June 19; announced June 23.

KTVH (TV) Hutchinson, Kan.—Hutchinson TV Inc. granted special temporary authority to operate on commercial basis on Ch. 12 from June 15 to Oct. 15. Decision June 15; announced June 23.

KEDD (TV) Wichita, Kan.—The C.W.C. Co. granted modification of CP to change corporate name to KEDD Inc.; change ERP from 215 kw visual and 110 kw aural to 204 kw visual and 110 kw aural; move trans. site slightly (description same but change in coordinates); antenna height above average terrain 670 ft. Decision June 19; announced June 23.

WPMT (TV) Portland, Me.—Portland Telecasting Corp. granted modification of CP to change ERP from 22.5 kw visual and 12 kw aural to 10.2 kw visual and 5.49 kw aural; change coordinates (not a move); antenna height above average terrain 260 ft. Decision June 15; announced June 23.

WTAC-TV Flint, Mich. — Trendle-Campbell Bcstg. Corp. granted modification of CP to change ERP from 59 kw visual and 29.5 kw aural to 4.36 kw visual and 4.36 kw aural; antenna height above average terrain 420 ft. Decision June 8; announced June 16.

KOMU-TV Columbia, Mo.—Curators of U. of Missouri granted modification of CP to change ERP from 205 kw visual and 105 kw aural to 316 kw visual and 162 kw aural; change studio location and waive Sec. 3.613(b); correct coordinates (not a move); antenna height above average terrain 790 ft. Decision June 18; announced June 23.

WBNS-TV Columbus, Ohio—Dispatch Printing Co. granted modification of CP to change ERP from 93 kw visual and 56 kw aural to 219 kw visual and 123 kw aural; antenna height above average terrain 450 ft. Decision June 15; announced June 23.

WHIZ-TV Zanesville, Ohio—Southeastern Ohio TV System granted modification of CP to change ERP from 91 kw visual and 52 kw aural to 70.8 kw visual and 38 kw aural; antenna height above average terrain 540 ft. Decision June 15; announced June 23.

WENS (TV) Pittsburgh, Pa.—Telecasting Co. of Pittsburgh granted modification of CP to change ERP from 89 kw visual and 50 kw aural to 200 kw visual and 105 kw aural; change transmitter and studio locations. Decision June 9; announced June 16.

WCSC-TV Charleston, S. C.—Radio Station WCSC granted special temporary authority to operate on Ch. 5 on commercial basis from June 17 to Sept. 17. Granted June 12; announced June 23.

WGVL (TV) Greenville, S. C.—Greenville TV Co. granted modification of CP to change ERP from 22 kw visual and 11 kw aural to 17 kw visual and 8.51 kw aural; make slight change in transmitter location (description same but change in coordinates); antenna height above average terrain 1,130 ft. Decision June 9; announced June 16.

KRBC-TV Abilene, Tex.—Reporter Bcstg. Co. granted modification of CP to change ERP from 17.4 kw visual and 8.7 kw aural to 25.7 kw visual and 12.9 kw aural; change studio location and waive Sec. 3.613(b); antenna height above average terrain 770 ft. Decision June 19; announced June 23.

KETX (TV) Tyler, Tex.—Jacob A. Newborn Jr. granted modification of CP to change ERP from 2.4 kw visual and 1.3 kw aural to 270 kw visual and 141 kw aural; change trans. location; antenna height above average terrain 900 ft. Decision June 8; announced June 16.

WROV-TV Roanoke, Va.—Radio Roanoke Inc. granted modification of CP to change ERP from 105 kw visual and 62 kw aural to directional antenna with 9.77 kw visual and 5.25 kw aural; antenna height above average terrain 670 ft. Decision June 18; announced June 23.

Applications

WSGN-TV Birmingham, Ala.—Jemison Bcstg. Co. requests modification of CP to change ERP from 1,000 kw visual and 500 kw aural to 18.37 kw visual and 10.40 kw aural; change studio location to Protective Life Bldg.; antenna height above average terrain 597 ft. Contingent on grant of application to assign permit from Birmingham News Co. to Jemison Bcstg. Co. Filed June 22.

KFEL-TV Denver, Colo.—Eugene P. O'Fallon Inc. requests modification of CP to change ERP from 56 kw visual and 28.5 kw aural to 100 kw visual and 50 kw aural; antenna height above average terrain 778 ft. Filed June 23.

WKNB-TV West Hartford, Conn.—New Britain Bcstg. Co. requests mod. of CP to change ERP from 205 kw visual and 105 kw aural to 154.5 kw visual and 80.7 kw aural. Filed June 24.

Station Deleted

KCTV (TV) Austin, Tex.—Charles Henry Coffield d/b as Capital City TV Co. turns in CP for new TV station on uhf Ch. 18 and it is deleted and call letters cancelled. Deleted June 4; announced June 9.

New AM Stations . . .

Actions by FCC

Bogalusa, La.—Bogalusa Bcstg. Co. Granted CP for new AM station on 920 kc, 1 kw daytime. Estimated construction cost $15,600, first year operating cost $30,000, revenue $50,000. Principals include general partners Charles W. Holt (50%), one-third owner WHSY Hattiesburg, Miss., and Dave A. Matison, Jr. (50%), one-half owner WHSY and one-fourth owner WAML Laurel, Miss. Post office address % W. E. James, 17 Molton St., Mobile, Ga. Granted June 17.

Poteau, Okla.—LeFlore Bcstg. Co. Granted CP for new AM station on 1280 kc, 1 kw daytime. Estimated construction cost $21,900, first year operating cost $24,000, first year revenue $36,000. Partnership of R. B. and Bernice Bell. Mr. Bell is owner-manager of KENA Mena, Ark. Granted June 17.

Corvallis, Ore.—Mid-Land Bcstg. Co. Granted CP for new AM station on 1050 kc, 1 kw daytime. Estimated construction cost $22,100, first year operating cost $63,000, first year revenue $73,000. Principals include President Donald B. McCormick (99.2%), Vice President Alvin H. Barnard (0.4%) and Secretary-Treasurer Susan P. McCormick (0.4%). Mr. McCormick's brother is stockholder in KSLM Salem, Ore., and KORE Eugene, Ore. Post office address: 1202 Equitable Bldg., Portland. Granted June 17.

Seattle, Wash.—W. Gordon Allen. Granted CP for new AM station on 1590 kc with 5 kw daytime. Estimated construction cost $15,900, first year operating cost $72,000, revenue $108,000. W. Gordon Allen is 60.1% owner of KGAL Lebanon, Ore., 33⅓% owner of KGAE Salem, Ore., and sole owner of Oregon's Beaver Network (radio sales and promotion), Salem. Post office address: 260 Hansen Ave., Salem, Ore. Granted June 17.

Application

New Castle, Ind.—Courier-Times Inc. (WCTW-FM), 930 kc, 500 w daytime. Estimated construction cost $18,835, first year operating cost $20,000, first year revenue $30,000. Principals are President Scott B. Chambers (14.5%), editor of *New Castle Courier-Times*; Vice President-Treasurer Walter S. Chambers Jr. (14.5%). Post office address: E. D. Ogborne, WCTW (FM), 202½ S. 14 St., New Castle, Ind. Filed May 29.

Applications Amended

St. Augustine, Fla.—Ben Akerman and Thomas S. Carr d/b as St. Augustine Bcstg. Co. amends application for new AM station on 550 kc with 500 w daytime to change frequency to 1420 kc and power to 1 kw. Filed June 24.

Sheboygan, Wis. — Sheboygan Bcstg. Co. Amended application for new AM station on 1420 kc with 500 w daytime to make changes in stockholders from President Norman Haagenson (80%) and Secretary-Treasurer Joseph W. Gerard (20%) to President Norman Haagenson (74%); Secretary-Treasurer Joseph W. Gerard (20%); Leo C. Matzke (4%) and Joseph F. Kraftcheck (2%). Lorrain Haagenson was made vice president. Filed June 8.

Existing AM Stations . . .

Actions by FCC

KHJ Los Angeles, Calif.—General Teleradio Inc. Requests permit to change from employing directional antenna both daytime and nighttime to nighttime only. Filed June 16.

WAVA Ava, Ill. — Ava Bcstg. Co. Granted permit to change main studio location from Ava to DuQuoin, Ill. Transmitter remains at Ava. Assigned 250 w daytime on 1580 kc. Granted June 17.

WGNR-AM-FM New Rochelle, N. Y.—Irving J. Roth, trustee in bankruptcy, granted authority to remain off the air for 60 days from June 21. Decision June 15; announced June 23.

WSVA Harrisonburg, Va.—Shenandoah Valley Bcstg. Corp. granted change from 1 kw fulltime, directional night, to 1 kw night, 5 kw day, directional night, on present 550 kc. Granted June 17.

KYAK Yakima, Wash.—Yakima Bcstg. Corp. granted change from 250 w fulltime on 1400 kc to 500 w night, 1 kw day on 1390 kc, directional night. Granted June 17.

Applications Amended

WWPF Palatka, Fla. — Palatka Bcstg. Co. amends application, seeking change from 250 w daytime on 800 kc to 500 w fulltime on 1260 kc, directional night, to change proposed directional pattern. Filed June 24.

CONSULTING RADIO & TELEVISION ENGINEERS

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cutive Offices
National Press Building
ces and Laboratories
1339 Wisconsin Ave., N. W.
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Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
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P. O. Box 32 AR 4-8721
1100 W. Abram
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FCC & FIELD ENGINEERING
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Riverside, Ill.
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Consulting Radio Engineer
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CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

**Vandivere,
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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

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All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Immediate opening for aggressive successful manager, strong on sales, 1000 watt Michigan daytime independent $450.00 monthly plus 10% of net. Wonderful opportunity for top man. Box 3X, B•T.

Station manager. Salary plus commission for Radio Station WMPA, Aberdeen, Mississippi. Personal interview. Contact Joe Phillips, WSSO, Starkville, Mississippi.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Need good salesman northeast indie with good DJ's draw against 20%. Right man has future here. Box 971W, B•T.

Experienced transcription salesman. Established daily 15 minute program. Box 999W, B•T.

Salesman to service and sell local accounts. Salary plus commission. Good market. Texas ABC station. Box 23X, B•T.

Salesman, little announcing, servicing old accounts, some writing, preferable single WW II vet eager to learn and improve self. KCHI, Chillicothe, Missouri.

Salesman—immediate opening, $100 to start. Car required. Send photo, references and experience in first letter. KCHJ, P.O. Box 262, Delano, Calif.

Salesmen for local and agency account. Immediate opening salary and commission. Send all information to Gustave Nathan, Commercial Manager, WKNB, 213 Main St., New Britain, Conn.

Experienced salesman-announcer. Salary plus commission. Photo, tape, experience first letter. WSSC, Sumter, S. C.

Announcers

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B•T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

New 10,000 watt independent daytime opening about September 1st in southeast, needs personality hillbilly disc jockey, also good staff man able to handle news, special events. Salary depends on what manager thinks of your audition tape and background. Box 945W, B•T.

Livewire DJ who can sell own show; accent on sales; salary plus commission. 250,000 market, 1000 watt indie, N. Y. state. Box 970W, B•T.

Announcer, must have top voice; excellent delivery of commercials, for CBS station in south Atlantic state. Good possibilities for further promotion. Send tape, photo and resume. Apply Box 14X, B•T.

Experienced announcer-operator for 5 kw Georgia station. Restricted permit sufficient. Box 16X, B•T.

Exceptionally good combo man, morning or afternoon shift. Virginia ABC. Only top grade announcers need apply. $80, forty hours. Box 22X, B•T.

Announcer-musician for station in midwest. Must have AFM card. Mostly announcing short schedule. Salary $100 per week. Write fully. Box 32X, B•T.

Immediate opening for staff announcer, 1000 watt network affiliate. KBWD, Brownwood, Texas.

Immediate opening for good announcer to do radio and television work. Audition, references, picture, salary. KCSJ, Pueblo, Colorado.

Help Wanted—(Cont'd)

Announcer-engineer at KWCO, Chickasha, Oklahoma.

Young man now working, announcing, program, to train in better-paying sales field. Salary and commission. New station, progressive small market. Opportunity for excellent pay. Send full details, photo, immediately, to Station WBTN, Bennington, Vermont.

Announcer. Good voice who can also do play-by-play on football and basketball. References and tape required. WJBC, 209 E. Washington Street, Bloomington, Ill.

Experienced, stable announcer. Ability to sell on the air essential. Prefer married man with family. Leading station in southern Illinois. Send tape or disc to Manager, WMIX, Mount Vernon, Ill.

Shenandoah Valley AM-FM-TV needs men with first tickets interested in announcing, production, etc. Contact Braun, WSVA, Harrisonburg, Virginia.

Announcer-engineer needed immediately. No experience necessary. Wire or phone collect Edward Williams, Chief Engineer, WTWA, Thomson, Georgia.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Chief engineer with medium station experience. Daytime station, major northern Ohio market. Please write including background, experience, references and salary requirement. Box 909W, B•T.

AM control room operator. Start at $70 for 5 day, 40 hour week. Transfer to well established midwest VHF TV operation when opening occurs. State background. Prefer first phone. Box 980W, B•T.

Engineer with first class license to fill job of chief engineer in combo operation. No announcing. Maintenance of Gates equipment only. Here is a good job, excellent working conditions with lots of time off for outside interests. Salary $50.00 per week. Address Box 4X, B•T.

Technicians—Excellent opportunity for young technicians with first class license. No experience necessary, will train both AM and TV. Include background and present salary first letter. Box 9X, B•T.

Engineer-announcer, with ability to become chief engineer in group-owned stations. Good pay, modern equipment, excellent opportunity for advancement. Apply Box 15X, B•T.

Two first class engineers wanted for 5 kw Ohio station. One engineer immediate opening. One later in summer. Box 40X, B•T.

Opening for transmitter or control operator. No announcing. First class license. Call or wire W. H. Torrey, Chief Engineer, KGNC, Amarillo, Texas.

Technicians: Station established radio 26 years now operating TV needs first class license technician. Excellent working conditions assured. Technicians with previous TV experience will start at $79.80 for 45 hour week. Slightly less for non-TV experience. Rapid increase to top rate. Merit; pay increases. Call collect Burton or Crain. WLBC-TV, Muncie, Ind.

Northeastern Michigan directional needs engineer with first class ticket. Car necessary, send complete details first letter, WSGW, Saginaw, Michigan.

Help Wanted—(Cont'd)

Transmitter engineers, car necessary, permanent. Television construction permit. Write [illegible]TRC, Elkhart, Indiana.

Immediately — engineers for AM-TV operation. Union scale. Contact Wallace Wurz, WTVH, Peoria, Illinois.

Production-Programming, Others

Copywriter for commercial account. Immediate opening. In resume state salary and length of time necessary for change. Enclose sample of copy to Gustave Nathan, Commercial Manager, WKNB, 213 Main St., New Britain, Conn.

Farm director-announcer. New York state independent needs combination man capable of doing both jobs well. Radio school graduate with farm background may be acceptable. Box [illegible]2W, B•T.

Commercial writer with ideas that sell. Experience necessary. Leading station in fast growing southwestern market. Ideal climate. Opportunity to advance. Sell yourself in letter stating expected, etc., to Box 49X, B•T.

Copywriter for 250 Mutual affiliate in friendly city near seashore. Airmail full data, salary requirements. WHIT, New Bern, North Carolina.

Promotion and publicity director wanted for AM and TV station. Immediate opening. Give full details on experience and state salary desired. Address Mr. Peter Kenney, General Manager, WKNB AM and TV, 213 Main St., New Britain, Conn.

Television

Salesmen

Opening for experienced television sales with WJTV, Mississippi's pioneer station. Apply John Rossiter, Jackson, Mississippi.

Technical

First class engineers for TV station must have AM experience. Advise immediately qualifications, references and availability. Contact Frank Laughlin, WGEM-TV, Quincy, Illinois.

WPAG-TV has openings for two men, permanent, first phone required. WPAG, Ann Arbor, Michigan.

Production-Programming, etc.

A new TV station needs a program-production man and a sales manager right now. Wire Box 34X, B•T., if you are interested.

Situations Wanted

Managerial

General manager—thoroughly experienced. Successful. Top references. Prefers small or medium market. South or southwest. Box 957W, B•T.

Manager-salesman. Employed Washington, D. C., wishes small town operation. College graduate. Family man, age 32. Best references. Box 976W, B•T.

Presently general manager small market network station. Desire position with radio, TV station or agency in larger market. Background includes engineering, programming, announcing and sales. With present company 6 years. Box 13X, B•T.

Sober, reliable, experienced manager who can sell hardboiled clients good radio, wants to make change. Present position long time. Box 24X, B•T.

Looking for me? Major TV network (New York City) experience—programming, production, promotions, studio management. No locational preference. Reply Box 31X, B•T.

Salesmen

Experienced salesman and promotion. Employed. Looking for something permanent. References. Can show results. Young, family man, civic-minded. Small medium market only. Would make good assistant manager. Prefer Florida. Give full details, please. Box 974W, B•T.

Announcers

Good, deep voice. Radio announcing school and 20 months' experience. Desire announcing position near Minneapolis. Box 748W, B•T.

Versatile announcer, know control board, TV programming, can write copy. Box 940W, B•T.

Situations Wanted—(Cont'd.)

Top newscaster, directing city news department. Big market. Minimum $5,200. Box 990W, B•T.

6 years staff announcing, news, sports, programming. References. Prefer work Texas, Louisiana, Oklahoma. Minimum $80, 40 hours. Available August 1st. Box 993W, B•T.

Top DJ, now on 50,000 watter in large metropolitan area, desires DJ or staff work on radio or television station. 12 years experience. 31 year old. Family man. Will consider any large market. Want to settle permanently in right location. 11 years in present job. Sincere, good appearance, reliable. Best references. Box 997W, B•T

Announcer—Thoroughly trained. Good voice, deejay, ad-lib. Strong on commercials, newscasting, can write, know board; television experience. Tape available. Box 1X, B•T.

Commercial manager—Experienced as time salesman since 1947 with rep and station outstanding sales record. Box 7X, B•T.

Announcer-DJ, experienced, good voice, strong, all types music, especially jazz. Good news and commercial. Operate board, single, veteran, 26. Box 8X, B•T.

Topnotch morning man—proven success 12 years. Minimum $100. No southern stations. Box 10X, B•T.

Versatile duo! Fresh original approach. Strong sports, news, DJ, control board. Married, steady, draft exempt. Photo-tape on request. Box 21X, B•T.

Announcer-engineer. Desires change, 6 years experience all phases, veteran, wants fair deal with future. Will relocate, no south. Box 26X, B•T.

Night disc jockey is also experienced staff announcer. Box 28X, B•T.

Announcer, single, draft exempt, reliable, ambitious young man seeks permanent staff connection. News, sports and DJ . . . specialty—experience light. Good potential. References, tape. Box 29X, B•T.

Announcer, versatile. Single. News and disc jockey. Free to travel. Disc available. Box 30X, B•T.

Young, personable announcer. A natural for your radio or TV station. Pleasant voice, excellent on commercials. Good pitchman. Enjoy late hour DJ work. Single, draft exempt and rarin' to go. Box 33X, B•T.

Announcer. Cooperative individualist seeks remunerative challenge. Draft exempt veteran. Eastern experience, amenable relocation. French and Russian spoken. Speech major. Married, age 23. Resume, audition available. Box 35X, B•T.

Radio and TV announcer, newly married, desires permanent, worthwhile position. Versatile. Four years experience. Good news and commercial delivery. Prefer midwest — treated right . . . anywhere. Box 36X, B•T.

Announcer—family man, 6 years. Experienced. Photo, tape, resume available. Box 41X, B•T.

Single, sober, 28, five years experience. Former PD. Prefer sports. Strong on all play-by-play. Prefer west coast, but will travel. Tape and references on request. Box 47X, B•T.

Announcer - control board operator. Looking sound future—smaller community. Staff connection—strong on news and commercials. Single, mature, reliable. Available now. References, tape, resume. James P. Dolan, 260 North Main Street, Ansonia, Connecticut.

Clear, mature, selling voice. Three years university, one year commercial experience, including net. Prefer staff announcing, midwest. Single, 31. Charles May, 4001 Bell, Kansas City, Missouri, Valentine 6755.

To manager one of country's better stations, 5 kw up, TV future, or straight TV, 3 or more station market seeking announcer for highly qualified stable staff demanding ability, several years varied experience, versatility, appearance, complete dependability, long term association. Exempt, settle anywhere, best references. Start $75 forty hours. Harvey Murphey, 523 Elm Tree Lane Lexington, Kentucky.

Announcer—news, commercials, control board. Light experience, single, sober, reliable, strong musical background. References, tape, resume —available, free to travel. Austin Schneider, 25 Warren Street, Bloomfield, N. J.

Technical

Dependable engineering staff, five men. Present 10 kw directional ceases operation August 1st due to merger. This harmonious group desires employment construction or operation of TV or AM station. Experienced in all phases of AM construction as well as operation and maintenance of directional systems. Excellent references. Permanent position desired. Box 5X, B•T.

Situations Wanted—(Cont'd.)

Former chief engineer of 235,000 watt television station desires position as studio supervisor or technical director in east. First phone, married veteran. Box 20X, B•T.

Engineer available two weeks notice. Ex-Signal Corps, age 49. Car. Long experience in radio, twelve years overall broadcast Washington and south, AM, FM, directional, important remotes, recording and control. Box 48X, B•T.

Experienced. Five years with present employer 10 kw network directional in major market as assistant chief and maintenance engineer. Solid knowledge of radio. Desire position of responsibility. Salary $4500. Age 31. Please write Joseph Doak, Glenmont, N. Y.

Position wanted with station having TV permit. One year experience radio as transmitter engineer and control room work. Veteran. Available immediately. Raoul Kunstadt, 34-31 72nd Street, Jackson Heights 72, New York.

Production-Programming, Others

Need a continuity writer? Here's a man, trained, experienced and employed. Weekly minimum, $125. Box 996W, B•T.

Guarantee highest possible results from programming; originality, not imitation. Experienced writing, producing, directing, announcing. Box 12X, B•T.

Experienced writer, reporter, salesman. Handles traffic, copy, programming, production, promotion. Also, good announcer. Radio, TV or agency. Box 37X, B•T.

Writer-announcer, presently employed . . . seeking better opportunity. Single, excellent references. Box 44X, B•T.

Florida stations note—Dynamic female, six years TV and radio experience Washington, D. C., desires Florida affiliation. Salary secondary. Box 46X, B•T.

Senior H.S. student with expert knowledge of records, desires position with radio station or record company in any capacity (record library, etc.) N.Y.C. metropolitan area, or nearby N. J. Please write Bernard Einbond, 601 West 184 Street, New York 33, N. Y.

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B•T.

Commercial or local sales manager. **Experienced all phases TV-AM operations. Excellent record. Presently employed similar capacity. Box 931W, B•T.**

Calling all Florida stations! Ambitious young family man wishes to return home. Desires station or agency sales and/or programming position. 3 years TV programming—sales coordination. 2½ years radio sales—programming. For details, Box 18X, B•T.

Announcers

Television director or announcer, 10 years radio, film, dramatic experience, B.A. Degree, including TV production course. Box 998W, B•T.

Production-Programming, Others

Experienced television production worker available August 1st. Ten years radio background. Excellent training, business, character references. Consider radio job with TV future. Box 946W, B•T.

TV continuity director, plus announcing. Midwest only. Thoroughly experienced, 4 years TV, 7 radio. Married. Presently employed TV. Copy samples. Box 11X, B•T.

TV program directors—need a top "on camera" newsman? 13 years radio, 2 years TV. Write or wire best offer Box 17X, B•T.

Woman TV producer of news features, now in New York with major network, wants locate southern California. College, member AFRA. Eight years commercial, continuity, publicity writing. Box 50X, B•T.

For Sale

Stations

Southwest—indie. 250 watt. Well accepted. Only $10,000 down. Box 991W, B•T.

For Sale—(Cont'd.)

I am offering for sale half interest in a 250 watt network station in non-TV area. Station grossed over $100,000 in 1952 and netted an income of $24,500. Due to other radio interest cannot devote any time to this particular property. Only persons financially qualfied will be interview in this matter. Box 994W, B•T.

Equipment, etc.

Building TV? 28-20 foot sections Andrew No. 453 transmission line 6⅛" 51.5 ohms. New in storage—never used. Big saving possible. Make offer. Box 934W, B•T.

Antenna feed (RCA #M1-26186) for 4 foot reflector. Priced to sell $130 each. Box 42X, B•T.

Paraboloid, 4 foot reflector with 14½" focal length holes drilled for use with RCA 7000 MC/S equipment $155 each. Box 43X, B•T.

Presto dual disc recorder all 3 speeds crated FOB Jacksonville, Florida. $500. P. O. Box 4554.

Presto recorder in leather case—type MLC16. 16 inch; serial No. M299, with 24 sonic aluminum discs. Good condition. All for $100. Norman Loose, Manager, KAVE, Carlsbad, New Mexico.

RCA 76 B console with power supply $949.50 plus shipping. KCBQ, P. O. Box 1629, San Diego, California.

5 kw AM transmitter RCA type BTA-5F and seven 229 ft. self-supp. Blaw-Knox towers, insulated, marked for erection. Write John M. Sherman, WCCO-TV, Minneapolis, Minn.

RCA ML 6206 mike and stand, $36. RCA M1-11056 boom, $110.50. RCA M1-4090A stand, $32. RCA M1-4027H mike, $206. Truscon 176' self-supporting tower, excellent, $2000 (loaded). GE two-bay FM antenna $410 (crated). Shure 51 mike, $36. Electro-Voice mike and stand, $34.75. GE 109 photo relay, $74.50. Westinghouse RQ photo relay, $74.50. Graphic System traffic board, $24. Raytheon RT1000 antenna coupler, $100. Radio Music Corporation arm and filter, $30. WFAH, Alliance, Ohio.

REL 603 two channel console complete with all amplifiers and power supplies. Used 15 months. $550 FOB Boston. WGBH, Symphony Hall, Boston 15, Massachusetts.

Wanted to Buy

Stations

Qualified party wishes to buy 250-1000 watt fulltime station in mid-Atlantic coastal state. Please send complete details to Box 19X, B•T.

Will buy a radio station, but the price must be fair, preferably in the east. Box 25X, B•T.

250 to 1000 watt station in the south. Able to operate. Box 27X, B•T.

Equipment, etc.

REL type 670, 646 or 722 FM monitor receivers. Box 2X, B•T.

Used equipment, 10 kw transmitter including tower, master control and turntables. Will pay cash. Write P.O. Box 43, Guatemala City, Central America.

RCA 70-C vertical lateral turntable. Also RCA BA-2C booster amplifier. KFRO, Longview, Texas.

Small console or consolette with or without one or two turntables. Send complete details to KTBB, Tyler, Texas.

Wanted, prompt purchase, complete studio console plus four-position remote amplifier. Advise Avery Elkins, 1733 Broadway, New York 19, New York.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Tex., phone 3-3901.

FCC license in a hurry. Correspondence and residence courses. Many successful graduates Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, Calif.

Continued on next page

Help Wanted

Television

TV Positions Available This Fall

UNIVERSITY OF MISSOURI

Operating Engineers, studio and transmitter—write Chief Engineer.

Continuity Director-Writer; Announcer; Commercial Artist; Cameraman; Film Editor; Traffic Manager—write Program Director.

Mail complete details to:

KOMU-TV, Commercial Television Station Of the University of Missouri

507 Hitt Street
Columbia, Missouri

Salesmen

WANTED:

Topnotch TV Salesman for Topnotch TV Station in Rich Market

WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Announcers

UNUSUAL SPORTS ANNOUNCER WANTED

Midwest TV station wants man to handle programs of participator sports, such as hunting, fishing, golf, etc. Experience in these activities required. Send background reference, picture to BOX 6X, B•T.

Situations Wanted

Managerial

Profit Minded Station Manager Available

Presently manager of network AM station in major market. Fifteen years of radio administrative sales and promotion experience have proven profit making ability. Now want to direct major market radio or TV station with definite stock participation based on results. Prefer to remain in East.

Box 39X, B•T

Situations Wanted—(Cont'd)

Announcers

ADD A DISTINGUISHED NEWSCASTER . . . to your Radio-TV staff. If *you* and the *sponsors* are tired of ordinary newscasts delivered on-the-run by bored, uninspired announcers, here's your chance to get a man with an *outstanding* background, professionally, commercially—and Hooperwise. Writes own stuff and airs it in an excellent voice, friendly, yet authoritative and colorful. Former newspaperman. *Box 38X, B•T*

Technical

CHIEF ENGINEER

AM or TV chief's opportunity desired by reserve officer being released from active duty in Germany, July 1.

Well qualified to asset your station with background in TV and broadcast engineering. All phases TV including color, European applications, kinescope recording, staff management and program production; radar indicator and video development and manufacture; teletype, radio-teletype, carrier, VHF, UHF, Radio CW, radio-telephone and telephone communications. Hold FCC first class radiotelephone operator's license.

Past experience with General Electric designing, supervising manufacture video equipment with radio and TV applications. Motion picture recording and sound with ABC including development of quality control procedures. While working for B. S. Degree in Electrical Engineering, on G.I. Bill, University of Nebraska, built and supervised operation of radio studios.

Studio and transmitter engineer, prior to World War II duty, at 50 kw and 250 watt radio station, as well as aiding in construction of 50 kw international broadcasting transmitter for Crosley Corporation.

Opportunity prime requisite; salary secondary. 29, family man.

Box 45X, B. T.

Production, Programming, Others

RUDY BRETZ
VISITING CONSULTANT
TV STAFF TRAINING (Basic or advanced)
PROGRAMMING, PRODUCTION, OPERATIONS
Directing, Camerawork, Film, Lighting, Artwork, etc.
TV Production Specialist for 14 Years
Brochure sent on request
Croton on Hudson New York

Wanted to Buy

Equipment, etc.

WANTED - - - *PROGAR*

Langevin type 119-A Progar amplifier.

State condition and price.

Box 995W B•T.

FOR THE RECORD

WWPA Williamsport, Pa.—Williamsport Radio Bcstg. Assocs. Inc. amends application, seeking change of facilities from 250 w on 1340 kc to 5 kw on 1330 kc directional and change trans. site to N. White Deer Ridge on State Hwy. 554, 0.75 mi. S of Williamsport, to reduce night power to 1 kw. Filed June 24.

Station Deleted

WREX Duluth, Minn.—Lake Superior Bcstg. Co. Granted request to cancel license and dismiss application for renewal of license; delete call letters WREX. Station was assigned 10 kw day, 5 kw night on 1080 kc, directional. Deleted June 9; announced June 16.

Existing FM Stations . . .

Actions by FCC

WAPF-FM McComb, Miss. — Southwestern Bcstg. Co. of Mississippi granted modification of CP to change transmitter location and change antenna height above average terrain from 180 ft. to 155 ft. Decision June 15; announced June 23.

KCMO-FM Kansas City, Mo.—KCMO Bcstg. Co. granted permit to change ERP from 56 kw. to 50 kw and change antenna height above average terrain from 390 ft. to 760 ft. Granted June 17.

Application

KUTF (FM) Salt Lake City—Frank C. Carman, David G. Smith, Grant R. Wrathall and Edna O. McCrea-partnership d/b as Utah Bcstg. & TV Co. requests new CP to replace CP for new FM station which expired April 20, 1953. Filed June 24.

Station Deleted

WCVS-FM Springfield, Ill.—WCBS Inc. Granted request to cancel license and delete FM station on Class B Ch. 275. Deleted June 17; announced June 23.

Ownership Changes . . .

Decisions by FCC

KFVD Los Angeles, Calif.—Standard Bcstg. Co. Granted assignment of license to new partnership, deleting William M. Burke, deceased, and adding several minors of Burke family. Transfer accomplished as gifts. Granted June 17.

KIBE Palo Alto, Calif.—J. B. Rhodes. Granted assignment of license and CP to Sundial Bcstg. Corp., operator of KDFC (FM) San Francisco. Consideration $60,000. Granted June 17.

KGHL Billings, Mont.—Northwestern Auto Supply Co. granted modification of license to change name to Northwestern Industries Inc. Decision June 15; announced June 23.

WBAX Wilkes-Barre, Pa.—John W. Stenger Jr. Granted assignment of license to Anne Stenger, executor of estate of John W. Stenger Jr., deceased. Granted June 23.

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KRUN Ballinger, Tex.—Runnels County Bcstrs. Granted assignment of license to new partnership of present part owners Walter G. Russell, M. M. Rochester and J. W. Youngblood. They acquire 30% interest of D. P. Pinkston and assume latter's share of station's obligations totaling $21,000. Trio also assumes Mr. Pinkston's debt of $3,360 to Mr. Russell. Granted June 18; announced June 23.

WDSM Superior, Wis.—Lake Superior Bcstg. Co. Granted modification of license to change name to WDSM Inc. Decision June 19; announced June 23.

Applications

WRAG Carrollton, Ala.—Roth E. Hook and William E. Farrar request assignment of license to new corporation, Pickens County Bcstg. Co. There is no change in ownership as assignment is merely to transfer the operation to a corporation. Filed June 8.

KDAS Malvern, Ark.—Malvern Bcstg. Co.. David M. Segal, Edward M. Guss, Leslie Eugene Abrahamson and Ernest W. Hackworth, owners of 80% of stock, request transfer of control to Thomas F. Alford (100%) for $24,998.40. Mr. Alford is vice president of KDAS and manager of KTFS Texarkana, Tex. Filed May 29.

KMLB and KMFM (FM) Monroe, La.—Liners Bcstg. Station Inc. Requests transfer of control to Melba Liner Gaston, individually and as administrator of estate of J. C. Liner Sr., deceased. Filed June 11.

KABQ Albuquerque, N.M.—KVER Bcstg. Co. Requests modification of license to change name to KABQ Bcstg. Co. Filed June 24.

WETB Johnson City, Tenn.—East Tennessee Bcstg Co. Requests assignment of license to Press Inc. and to liquidate East Tennessee Bcstg. Co., the wholly owned subsidiary of Press Inc. Filed May 27.

KFDA-AM-TV Amarillo, Tex.—Amarillo Bcstg. Co. Requests transfer of 25% interest of Gene L. Cagle, 50% owner, to a trust for the benefit of his daughter, Carol Cagle. Filed June 15.

WCAV Norfolk, Va.—Cavalier Bcstg. Co. Requests assignment of license to Larus & Brother Co. for $125,000. Purpose of assignee is to increase service to tidewater area of Virginia, heretofore rendered by WRVA Richmond, CBS affiliate, but expected to be decreased by affiliation of WTAR Norfolk with CBS as its tidewater outlet effective September 27. Attempts are being made to obtain for WCAV affiliation with NBC to replace the NBC service to be relinquished by WTAR when it becomes a CBS affiliate. Larus & Brother Co. is owner of WRVA and WRVB (FM) Richmond, and WRVC (FM) Norfolk. Filed June 4.

WHTN-AM-FM Huntington, W. Va.—General Huntington Radio Corp. Requests transfer of control to Greater Huntington Theatre Corp. as a dividend in kind. Effect is to eliminate Biggs-Long Realty Corp. from chain of ownership. Filed June 15.

Hearing Cases . . .

Final Decisions

Sparta, Ill.—New AM, 1230 kc. FCC announced decision to grant application of Hirsch Communication Engineering Corp. for permit for new AM station on 1230 kc with 250 w unlimited and denying application of Hawthorn Bcstg. Co. seeking same facilities in St. Louis. Final decision June 17; announced June 19.

Worcester, Mass.—New TV, uhf Ch. 14. FCC announced order making effective immediately an initial decision to grant application of Salisbury Bcstg. Corp. for new TV station on Ch. 14 with ERP of 200 kw visual and 106 kw aural and antenna height above average terrain 812 ft. Order June 17; announced June 18.

WELS Kinston, N.C.—Farmers Bcstg Service Inc. FCC announced decision granting application for renewal of license. Final decision June 17; announced June 22.

Brownwood, Tex.—New AM, 1240 kc. FCC announced decision granting application of Lyman C. Brown tr/as Lyman Brown Enterprises for permit for new AM station on 1240 kc with 100 w unlimited. Final decision June 17; announced June 19.

Initial Decisions

Denver, Colo.—New TV, vhf Ch. 4. Examiner James D. Cunningham issued initial decision looking toward grant of application of Metropolitan TV Co. (KOA) for permit for new TV station on Ch. 4 with ERP 25 kw visual and 15 kw aural and antenna height above average terrain 323 ft.; subject to condition that within 30 days from final decision Metropolitan must furnish concrete proof of the removal of all presently existing conditions under which NBC has an ownership interest and controlling status therein. Examiner would deny competitive application of KMYR Bcstg. Co. (KMYR) seeking same channel. Initial decision June 18.

Trenton, N.J.—New TV, uhf Ch. 41. Examiner Hugh B. Hutchison issued initial decision looking toward grant of the application of Peoples Bcstg. Corp. (WTTM) for new TV station on Ch. 41 with ERP of 18.45 kw visual and 9.23 kw aural and antenna height above average terrain 385 ft. Initial decision June 22.

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of Mt. Hood Radio & TV Bcstg. Corp. (KOIN) for new TV station on Ch. 6 with ERP of 100 kw visual and 50 kw aural and antenna height above average terrain 1,530 ft. Examiner would deny competitive application of Pioneer Bcstrs. Inc. (KGW), whose owners acquire option for 50% interest in new Ch. 6 prospective grantee. Initial decision June 18.

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William G. Butts issued initial decision looking toward grant of application of Rossmoyne Corp. (WCMB LeMoyne) for new TV station on Ch. 27 with ERP of 98.9 kw visual and 49.5 kw aural and antenna height above average terrain 784 ft. Examiner would deny competitive application of Kendrick Bcstg. Co. (WHGB). Initial decision June 15.

Vancouver, Wash.—New TV, uhf Ch. 21. Examiner Elizabeth C. Smith issued initial decision looking toward grant of the application of Vancouver Radio Corp. (KVAN) for new TV station on Ch. 21 with ERP of 107 kw visual and 62 kw aural and antenna height above average terrain of 1,014 ft. Examiner would deny competitive application of Mt. Scott Telecasters Inc. (KGON Oregon City) for same channel in Portland, Ore. Initial decision June 18.

Other Actions

KRLW Walnut Ridge, Ark.; Tri-State Bcstg. Co., Memphis, Tenn., and Southern Bcstg. Service, Memphis, Tenn.—Designated for consolidated hearing applications of Tri-State and Southern Bcstg. for new AM stations on 730 kc with 250 w daytime, and application of KRLW to change from 1 kw daytime on 1320 kc to 1 kw daytime on 730 kc. Made KWRE Warrenton, Mo., party to proceeding. Decision June 17.

WBBM-TV Chicago, Ill.—FCC by memorandum opinion and order granted special temporary authorization to CBS to operate WBBM-TV on vhf Ch. 2 with transmitter output power of 5 kw visual and 3 kw aural and antenna 650 ft. above average terrain. STA is effective pending (a) final court action in proceeding involving CBS and Zenith Radio Corp. competition for Ch. 2, or (b) award of a license to operate on that channel after comparative hearing between CBS and Zenith. STA is subject to further condition that, if comparative hearing is held, neither party shall urge and the Commission shall not consider it pertinent to controversy the fact that any party may have made expenditures of any sort pursuant to or in consequence of this STA. FCC denied application of Zenith for an STA and its alternate request for joint operation or trustee operation. Comr. E. M. Webster concurred; Comr. Frieda B. Hennock dissented. Order June 23.

Baton Rouge, La.—New TV, vhf Ch. 2. FCC designated for hearing in Washington on July 17 competitive applications of Louisiana TV Bcstg. Corp. and Southern TV Co. of Baton Rouge Inc. Order June 18.

Grand Rapids, Mich.—New TV, uhf Ch. 23. FCC designated for hearing competitive applications of Music Bcstg. Co. (WGRD) and W. S. Butterfield Theatres Inc.

Trenton, N.J.—New TV, uhf Ch. 41. Motions Comr. Robert T. Bartley granted petition of Morrisville Bcstg. Co. (WBUD) to dismiss without prejudice its application for new TV station on Ch. 41 and ordered that application of Peoples Bcstg. Corp. (WTTM) for Ch. 41 be retained in hearing status. Decision June 16; announced June 17.

Akron, Ohio—New TV, uhf Ch. 61. In separate actions, Motions Comr. Robert T. Bartley granted petitions of Matta Enterprises and Allen T. Simmons (WADC) to dismiss their applications for new TV stations on Ch. 61. No other application pends for this channel. Decisions June 23; announced June 24.

Portland, Ore.—New TV, vhf Ch. 8. FCC announced order denying petition of Cascade TV Co. for review of examiner's ruling of June 18 which denied petitioner's motion for postponement of further hearing set June 22; on its own motion, FCC continued proceeding to July 6 insofar as presentation of Cascade case is concerned. Decision June 22.

Allentown, Pa.—New TV, uhf Ch. 39. Motions Comr. Robert T. Bartley granted petition of B. Bryan Musselman et al (WSAN) for dismissal without prejudice of his application for new TV

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station on uhf Ch. 39 and retained in hearing status competitive application of Queen City TV Co. Decision June 23; announced June 24.

TV Allocation—FCC finalized proposed rule making to add uhf Ch. 70 to Bowling Green, Ohio, reserved for noncommercial, educational use, to be effective 30 days after publication in *Federal Register*. Order June 17.

TV Allocation—FCC finalized proposed rule making to add uhf Ch. 55 to Porterville, Calif., for commercial use, to be effective 30 days after publication in *Federal Register*. Order June 17.

Opinions and Orders . . .

Decisions by FCC

Columbus, Miss.—New AM, 1540 kc. FCC announced memorandum opinion and order dismissing protest of KXEL Waterloo, Iowa, directed against May 6 grant of new AM station to J. W. Furr at Columbus on 1540 kc with 10 kw daytime. Denied KXEL's further request that grant be set aside. Order June 19; announced June 22.

FM Allocation Plan—FCC adopted order to delete Class B Ch. 247 from Knoxville, Tenn., and to add Class B Ch. 246 to Crossville, Tenn., effective immediately. On May 20, FCC granted new FM station on Ch. 246 at Lenoir, Tenn., to WLIL there, conditioned upon allocation change. Order June 17.

New Petitions . . .

June 15

TV Allocation—Iowa Joint Committee on Educational Television submitted report of year's activity and commended FCC for reserving channels until local plans can be put into effect. Appropriation from 1955 legislature is predicted.

June 17

KXLY-TV Spokane, Wash.—Petitions for acceptance and grant of application for modification of permit for new TV station on vhf Ch. 4 to boost ERP to 146 kw visual, greater than 100 kw maximum allowed by FCC rules. Cites area characteristics and sparse outlying population as reasons for grant, explaining surrounding mountains would prevent interference to other stations. KXLY-TV has transmitter site atop 6,000 ft. Mt. Spokane, urges use of site to fullest by means of greater power.

Youngstown, Ohio—New TV, uhf Ch. 21. Polan Industries, grantee and applicant for modification of permit to extend completion date (BMPCT-1075, 1133), files further reply to Valley TV Co.'s petition to dismiss the Polan applications. Polan charges certain interpretations purported by Valley TV to pleadings in case are "entirely unwarranted."

Joliet, Ill.—New TV, uhf Ch. 48. Sanders Bros. (Docket 10532) and Joliet TV Inc. (Docket 10533). Chief of FCC Broadcast Bureau petitions for deletion of issue No. 4 re effect of proposed Joliet TV Inc. station on WJOL there.

Sacramento, Calif.—New TV, uhf Ch. 46. John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Chief of FCC Broadcast Bureau states he will not file exceptions to examiner's initial decision to grant Poole and dismiss Gross application.

TV Allocations—Lawrence A. Harvey asks allocation of uhf Ch. 30 to Washington, D. C. Would affect no other city.

Pontiac, Mich.—New AM, 1460 kc. James Gerity Jr. (Docket 10346) opposes petition of Chief Pontiac Bcstg. Co. for reconsideration of FCC action granting permit to Gerity without hearing. Gerity and WKMF Flint, Mich., file joint petition in which WKMF withdraws portion of earlier protest under Sec. 405 of Communications Act, retaining portion of protest under Sec. 309(c), and Gerity consents to WKMF's petition insofar as it constitutes a protest under Sec. 309(c). Gerity consents to postponement of effective date of his grant and both parties waive right to expedited hearing, asking for delay of hearing until conferences on working out interference problems can be concluded. On June 22, Chief Pontiac filed reply to Gerity.

Lebanon, Pa.—New TV, uhf Ch. 15. Lebanon TV Corp. petitions that initial decision to grant its application be made effective immediately. Chief of FCC Broadcast Bureau stated he would not file exceptions.

Portland, Ore.—New TV, vhf Ch. 8. Westinghouse Radio Stations Inc. (KEX) (Docket 9138); Portland TV Inc. (Docket 10245), Cascade TV Co. (Docket 10324) and North Pacific TV Inc. (Docket 10319). Westinghouse opposes petition of Cascade asking reconsideration of FCC order of June 4 denying amendment of Cascade's application. Westinghouse on June 19 also filed opposition to Cascade's appeal for review of examiner's ruling denying request that hearing set June 22 be postponed to date about two weeks subsequent to action by the Commission on Cascade's petition for reconsideration of amendment denial.

June 18

KGBS Harlingen, Tex.—Change from 250 w on 1240 kc to 5 kw directional on 850 kc (Docket 8836). Petitions to dismiss six-year-old application to change facilities since licensee, Harbenito Bcstg. Co., has purchased KSOX there from Roy Hofheinz, subject to FCC approval, and will surrender KGBS license. KSOX is on 1530 kc with 50 kw day, 10 kw night directional.

Waterloo, Iowa—New TV, uhf Ch. 16. L. E. Kelly and Charles H. Gurney. Black Hawk Bcstg. Co., vhf Ch. 7 applicant, files supplement to its June 12 reply which answered statements made by Kelly in June 2 petition asking for conditional grant and attacking Gurney bid.

WWBZ Vineland, N. J. — License renewal (Docket 10033). Chief of FCC Broadcast Bureau opposes petition of WWBZ for reconsideration and grant without hearing.

June 19

TV Allocation—Polan Industries replies to oppositions and counter-proposals to proposed allocation of vhf Ch. 5 to Glenville, W. Va., requested by Polan [B•T, June 22]. West Virginia Research Center June 22 supplemented earlier opposition to proposal and reaffirmed request that Ch. 5 be reserved for educational use at Weston.

TV Allocation—Metropolitan Telecasting Co., prospective applicant, asks allocation of uhf Ch. 24 there through three plans affecting allocation of uhf channels at Cairo, Ill.; Fulton, Poplar Bluff and Moberly, Mo.

TV Allocation—Alabama Polytechnic Institute asks continued reservation of educational channels in that state and recites intention to join state-wide efforts for joint use of facilities.

San Juan, P. R.—New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bcstg. Corp. (WKVM) (Docket 10436). Quinones replies to letter of American Colonial requesting that its petition for review of the FCC order denying amendment of its application be retained by the Commission and that preliminary ruling be made by the hearing examiner.

Eugene, Ore.—New TV, vhf Ch. 13. Eugene TV Inc., grantee, requests dismissal or denial of protest to Ch. 13 grant filed by W. Gordon Allen, permittee of uhf Ch. 20 KTVF (TV) there. KUGN Eugene and KIHR Hood River, Ore., on June 22 filed opposition to Allen's petition that their transfer applications be set for hearing in associated proceeding.

Knoxville, Tenn.—New TV, vhf Ch. 10. Scripps-Howard Radio Inc. (WNOX), (Docket 10512), Radio Station WBIR Inc. (WBIR) (Docket 10513) and Tennessee TV Inc. (Docket 10514). WBIR petitions to make corrective amendment to application.

June 22

Elyria-Lorain, Ohio—New TV, uhf Ch. 31. Lorain Journal Co., Lorain (Docket 10525); Elyria-Lorain Bcstg. Co. (WEOL), Elyria (Docket 10526). Elyria-Lorain Bcstg. petitions to amend its application to show new site and confirm financial data in application.

Allentown, Pa.—New TV, uhf Ch. 67. Penn-Allen Bcstg. Co. (WFMZ-FM) (Docket 9045) and Allentown TV Corp. (WROL) (Docket 10495). Penn-Allen petitions to amend application to bring it up to date and make minor corrections.

KOB Albuquerque, N. M.—Extension of SSA for 770 kc (Docket 10336). Pierson & Ball, counsel for KOB, corrects pleading made in behalf of KOB to remove certain unapproved characterizations made with respect to management and controlling stockholders of American Broadcasting-Paramount Theatres and substituted new paragraph therefor. Pleading was filed in reply to exceptions of AB-PT to initial decision on SSA extension.

Evansville, Ind.—New TV, vhf Ch. 7. South Central Bcstg. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462), On the Air Inc. (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Chief of FCC Broadcast Bureau petitions for review of examiner's ruling as to course and procedures of comparative hearing. Appeal also filed by WFBM Inc.

KWTO Springfield, Mo.—Applicant to increase night power from 1 kw to 5 kw; presently operating on 560 kc with 5 kw day, 1 kw night, directional night (Docket 8380). KWTO replies to proposed findings submitted by Chief of FCC Broadcast Bureau, KFDM Beaumont, KLZ Denver and WIND Chicago. KWTO agrees with findings of FCC Broadcast Bureau chief, differs with those of KFDM and KLZ.

Spokane, Wash.—New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423). Wasmer petitions for reconsideration of order of June 4 granting petition of TV Spokane to delete Issue No. 1 respecting its financial qualifications.

WDZ Decatur, Ill.—WHKC Columbus, Ohio, opposes petition of WDZ for reconsideration of decision which denied application for change from 1 kw daytime on 1050 kc to 1 kw unlimited on 610 kc (Docket 9548). On June 23, WDAF Kansas City filed similar opposition.

June 23

Amendment of AM Standards to Delete Provisions Respecting Skywave Measurements (Docket 10492)—Assn. of Federal Communications Consulting Engineers files comments stating it is opposed to rules prohibiting introduction of any relevant engineering facts in case by case consideration. Asks for consolidation of proceeding with others affecting amendment of AM standards for joint consideration.

Savannah, Ga.—New TV, vhf Ch. 3. WSAV Inc. (WSAV) (Docket 10517) and WJIV Inc. (Docket 10518). WSAV Inc. opposes petition of WJIV Inc. requesting deletion of issue relating to its financial qualifications.

Routine Roundup . . .

June 18 Decisions

Color Test Authorized

Commission waived rules to permit testing non-standard color television signals, in accordance with National Television System Committee specifications, over facilities of National Broadcasting Company network during regular broadcast day, starting immediately and ending July 31, 1953. Operation is limited to noncommercial sustaining programs. Besides testing feasibility of networking TV color signals under NTSC specifications, NBC proposes to obtain reaction of non-technical viewing audience to reception in monochrome (black and white) on ordinary TV sets. This authorization should not be construed as indicating Commission approval of any new color system involved in these tests.

June 19 Applications

ACCEPTED FOR FILING

Modification of CP

WEZB Homewood, Ala., Emory M. McElroy and Dorsey E. Newman d/b as Voice of Homewood—Mod. CP (BP-7985) which authorized new AM for extension of completion date. (BMP-6234).

License to Cover CP

WLVA-TV Lynchburg, Va., Lynchburg Bcstg. Corp.—License to cover CP (BPCT-715) which authorized new comm. TV. (BLCT-136).

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License Amended

Knight-Cutler System, Madison, Ind.—CP for new AM to be operated on 1440 kc, 500 w, D only, using DA, amended to change name to Frances Knight (Breckenridge) and Charles N. Cutler d/b as Knight-Cutler System (BP-8835 amended).

Remote Control

Following stations request remote control operation of trans.

K MA Magnolia, Ark., Magnolia Bcstg. Co. (BR -92); WTBO Cumberland, Md., Maryland Radio Corp. (BRC-89); WKOX Framingham, Mass., WKOX Inc. (BRC-90); KCLE Cleburne, Tex., Marti Inc. (BRC-94); WEPM Martinsburg, W. Va., C. M. Zinn and C. Leslie Golliday d/b as Martinsburg Bcstg. Co. (BRC-91); WOMT Manitowoc, Wis., Francis M. Kadow (BRC-93).

Renewal of License

KDSX Denison, Tex., Radio Station KDSX (BR-2160); **KVSP Lubbock, Tex.,** R. Briggs Irvin, Roland C. Simpson, J. C. Sanders, James G. Jarrett, Wayne D. Tibbs Jr. d/b as Hub Bcstg. Co. (BR-2782); **WATW Ashland, Wis.,** Upper Michigan-Wisconsin Bcstg. Co. (BR-1058).

APPLICATIONS RETURNED

Assignment of License

KIHR Hood River, Ore., C. H. Fisher and C. O. Fisher d/b as Oregon-Washington Bcstrs.—Voluntary assignment of license to C. H. Fisher, tr/as Oregon-Washington Bcstrs.

Transfer of Control

WELP Easley, S. C., Pickens County Bcstg. Co.—Voluntary transfer of control of licensee corp. from J. Lade Williams through sale of 72 shares of stock to Frances M. Brazzell.

Remote Control

Requests for remote control operation of trans. returned to:

KUDL Kansas City, Mo., David M. Segal; WFTC Kinston, N. C., Kinston Bcstg. Co.

June 22 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Chief, Broadcast Bureau—Granted petition for extension of time to June 22, 1953, to file appeal to examiner's order in Evansville, Ind., Ch. 7 proceedings (Dockets 10461 et al.).

By Hearing Examiner Annie Neal Huntting

The Lorain Journal Co., Lorain Ohio; Elyria-Lorain Bcstg. Co., Elyria, Ohio—Granted joint petition for postponement of hearing on applications for new TV stations to operate on Ch. 31, from June 26, 1953, to Sept. 15, 1953 (Dockets 10525, 10526; BPCT-1116, BPCT-1124).

Chief, Broadcast Bureau—Granted petition to reopen the record in Beaumont, Tex., Ch. 6 proceeding solely to receive into evidence stipulation of counsel concerning revised television ant. gain figures which are applicable to ants. proposed by The Enterprise Co. and Beaumont Broadcasting Corp., and closed record (Dockets 10286 et al.).

By Hearing Examiner James D. Cunningham

KMYR Bcstg. Co., Denver, Colo.—Granted motion requesting that memorandum of law and facts filed by National Broadcasting Co. in proceeding re applications of KMYR and Metropolitan Television Co. for TV stations in Denver to operate on Ch. 4, be stricken and dissociated from docket file (Dockets 9043 and 10238).

By Examiner Herbert Sharfman

Scripps-Howard Radio Inc., Knoxville, Tenn.—Granted motion for leave to amend application for new TV station to operate on Ch. 10 to change certain figures in Section III, Question 1.a, and to eliminate name of Roy W. Howard and substitute Edward W. Scripps II as one of Successor Trustees of The Edward W. Scripps Trust in Section II (Docket 10512) (Action 6/17).

On Examiner's own motion, continued hearing from June 30, 1953, to July 6, 1953, in matter of Cease and Desist Order to be directed to **William Russell Milroy Jr.** (Docket 10531) (Action 6/19).

By Hearing Examiner Fanney N. Litvin

Radio Station KRMD Shreveport, La.—Granted petition for leave to amend its application for new TV station to operate on Ch. 12, to change cost of construction, number of hours of operation, various percentages of time to be devoted to types and character of proposed programs, and change street address of proposed main studio (Docket 10523).

By Hearing Examiner H. Gifford Irion

Music Bcstg. Co., Grand Rapids, Mich.—Denied request that examiner issue subpoenae in proceeding in re Docket 10442 (Versluis Radio and Television Inc., Muskegon, Mich., TV proceeding) to require attendance at Government expense of Leonard Versluis and Hy Steed, who are president and vice president, respectively, of Versluis Radio and Television Inc.

By Hearing Examiner Elizabeth C. Smith

Cascade Television Co., Portland, Ore.—Denied motion for postponement of further hearing scheduled for June 22, 1953, in Portland, Ore., Ch. 8 proceeding (Dockets 9138 et al.).

June 22 Applications

ACCEPTED FOR FILING

License to Cover CP

WOSA Wausau, Wis., Alvin E. O'Konski—License to cover CP (BR-8239) which authorized increase in power, change from employing DA-N to DA-DN, change type trans. and studio locations and changes in ant. system (BL-5050).

Renewal of License

WITA San Juan, P. R., Electronics Enterprises Inc.—Renewal of license. (BR-2077).

Modification of CP

WNBK Cleveland, Ohio, National Bcstg. Co.—Mod. CP (BPCT-943) which authorized changes in facilities of existing station, for extension of completion date from 7/25/53 to 1/25/54. (BMPCT-1180).

WARD-TV Johnstown, Pa., Rivoli Realty Co.—Mod. CP (BPCT-895) which authorized new commercial TV, for extension of completion date from 7/19/53 to 1/15/54. (BMPCT-1181).

June 23 Decisions

ACTIONS TAKEN JUNE 19

Modification of CP

WCIN Cincinnati, Ohio, Robert W. Rounsaville—Granted mod. CP to change type trans. (BMP-6223).

WLET Toccoa, Ga., R. G. LeTourneau—Granted mod. CP to change type trans. (BMP-6226). Condition.

ACTIONS TAKEN JUNE 18

Granted License

KTNT-FM Tacoma, Wash., Tribune Pub. Co.—Granted license covering changes in FM: 97.3 mc. (Ch. 247); 10.5 kw; ant. 410 ft. (BLH-895).

Modification of CP

The following stations were granted mod. CP's for extension of completion dates:

KROW Oakland, Calif., to 10/6/53 (BMP-6228); WABJ Adrian, Mich., to 12/1/53, conditions (BMP-6229); KECC Pittsburg, Calif., to 9/1/53, condition (BMP-6232); KANG-TV Waco, Tex., to 1/15/54 (BMPCT-1175); WWLP Springfield, Mass., to 8/30/53 (BMPCT-1176).

WATW Ironwood, Mich., Upper Mich.-Wis. Bcstg. Co. Inc.—Granted authority to operate trans. by remote control (BRC-88).

ACTIONS TAKEN JUNE 17

Granted License

KDNT Denton, Tex., Harwell V. Shepard—Granted license covering change in facilities, installation of new trans. and DA-N; 1440 kc, 500 w, 1 kw-LS, DA-N, Unl. condition (BL-4992).

WAKR-FM Akron, Ohio, Summit Radio Corp. Granted license covering changes in licensed station; 97.5 mc. (Ch. 248); ERP 4.4 kw, Unl. (BLH-894).

WNAC-FM Raleigh, N. C., Sir Walter Tele. Co.—Granted license covering changes in licensed station; 96.1 mc. (Ch. 241); ERP 30 kw; ant. 420 ft. (BLH-898).

Granted CP

KECA-TV Los Angeles, Calif., American Bcstg.-Paramount Theatres Inc.—Granted CP for installation of emergency ant. at site of existing station KECA-TV, to be used for tests and maintenance purposes only (BPCT-1561).

KFWB Hollywood, Calif., KFWB Bcstg. Corp.—Granted CP to install old main trans. at present location of main trans., to be used for auxiliary purposes only (BP-8879).

Modification of CP

WAGS Bishopville, S. C., Lee County Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans. (BMP-6129).

ACTIONS TAKEN JUNE 16

Remote Control

The following stations were granted authority to operate trans. by remote control:

WQAN-FM Scranton, Pa. (BRCH-31); KOZY Rapid City, S. Dak. (BRCH-32).

ACTIONS TAKEN JUNE 15

Modification of CP

WLSA Andalusia, Ala., The Montezuma Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location (BMP-6084).

Granted CP

KLO Ogden, Utah, Interstate Bcstg. Corp.—Granted CP to install a new trans. (BP-8884).

Modification of CP

The following were granted mod. CP's for extension of completion dates as shown:

WCIN Cincinnati, Ohio, to 9/30/53 (BMP-6220), conditions; WBID Henderson, N. C., to 9/1/53 (BMP-6218); KSGA Cottage Grove, Ore., to 8/2/53 (BMP-6221); WHWD Hollywood, Fla., to 9/10/53 (BMP-6231); WHDF Houghton, Mich., to 7/15/53 (BMP-6224).

June 23 Applications

ACCEPTED FOR FILING

Modification of CP

WHAR Clarksburg, W. Va., Mountain State Bcstg. Co.—Mod. CP (BP-8571) which authorized installation of new ant. (increase height) and move tower 20 ft., for extension of completion date. (BMP-6239).

KRDO-TV Colorado Springs, Colo., Pikes Peak Bcstg. Co.—Mod. CP (BPCT-837) which authorized new commercial TV for extension of completion date from 7/19/53 to 1/19/54. (BMPCT-1184).

KONA Honolulu, Radio Honolulu Ltd.—Mod. CP (BPCT-984) which authorized new commercial TV, for extension of completion date from 6/23/53 to 12/23/53. (BMPCT-1185).

WBAY-TV Green Bay, Wis., Norbertine Fathers—Mod. CP (BPCT-1145) which authorized new commercial TV, for extension of completion date from 7/12/53 to 12/6/53. (BMPCT-1183).

License to Cover CP

WDAF-TV Kansas City, Mo., The Kansas City Star Co.—License to cover CP (BPCT-726) which authorized changes in facilities of existing station. (BLCT-137).

Renewal of License

KWSK Pratt, Kan., Clem Morgan and Robert E. Schmidt d/b as The Pratt Bcstg. Co.—Change name of applicant to Clem Morgan. (BR-2747) Amended.

KWKC Abilene, Tex., Citizens Bcstg. Co.—Informal request. (BR-2081).

Remote Control

KVOX Moorhead, Minn., KVOX Bcstg. Co.—Application for remote control of trans. filed. (BRC-96).

June 24 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

KSEO Durant, Okla., Democrat Printing Co.—Granted petition to accept late appearance in re applications of Texas Star Broadcasting Co., Dallas, Tex. (Docket 8258) and KTRH Houston (Docket 8753).

KDNT Denton, Tex., Harwell V. Shepard—Granted petition to intervene in proceeding re applications for AM CP's of Memorial Broadcasting Co. Commerce, Tex. (Docket 10432) and KPLT Paris, Tex. (Docket 10433).

By Examiner Benito Gaguine

Allentown Television Corp., Allentown, Pa.—Granted petition for leave to amend its TV application to show minor changes in engineering data (Docket 10495).

Savannah Bcstg. Co., Savannah, Ga.—Granted petition to amend its TV application to show minor changes in engineering data Docket 10519).

Queen City Tele. Co. Inc., Allentown, Pa.—Granted petition to amend its TV application to make minor changes in financial information and programming data (Docket 10494; BPCT-1001).

By Hearing Examiner Thomas H. Donahue

Gave notice of further hearing on June 25, 1953, in re applications of Maria Helen Alvarez and Cal Tel Co., for TV stations in Sacramento, Calif., for Ch. 40 (Docket 10340-41).

By Hearing Examiner Hugh B. Hutchison

Mid-Continent Tele. Inc., Wichita, Kans.—Granted petition for correction in transcript of hearing record in re applications for new TV stations (Docket 10262-63).

By Hearing Examiner Elizabeth C. Smith

Northwest Tele. and Bcstg. Co., Portland, Ore.—Granted motion for extension of time to July 21 in which to file proposed findings and conclusions in re applications for TV Ch. 12 in Portland (Docket 10317 et al).

By Hearing Examiner James D. Cunningham

Gave notice that record in proceeding re applications of Sanders Bros. and Joliet Television Inc., for TV Ch. 48 in Joliet, Ill., will be opened at 9 a.m. on July 3, 1953, for conference of counsel to discuss matters specified in Sec. 1.841 of Commission's rules, and to take such action as is prescribed therein; no testimony will be received on this occasion and no witnesses need be present (Docket 10532-33).

By Hearing Examiner J. D. Bond

Upon basis of proceedings had in re applications of Southern Tele. Inc., Tri-State Telecasting Corp. and WDEF Bcstg. Co., applicants for Ch. 12 in Chattanooga, (Dockets 10471-73), and for purpose of clarifying and simplifying issues, shortening record and defining matters of inquiry and for decision, ordered that to extent indicated statements and provisions shall control subsequent course of hearing in this proceeding, that further order herein contemplated shall bind parties as to matters to be relied on by them; hearing to be resumed at 9 a.m. July 22, 1953 (Dockets 10471-73).

By Hearing Examiner Basil P. Cooper

Michiana Telecasting Corp., Notre Dame, Ind.—Granted petition for leave to amend its TV application (Docket 10535), to supply data concerning its plan of financing.

By Hearing Examiner Herbert Sharfman

Pursuant to understanding at preliminary conference of June 5, 1953, ordered that proposed amendments to TV applications of Mountcastle Bcstg. Co. Inc. and WKGN Inc., Knoxville, Tenn., for Ch. 6, be accepted (Dockets 10510-11); Mountcastle to make certain engineering and program changes, WKGN, certain changes in lay portion of application.

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
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editorials

Score: 61 to 3

THE National Retail Dry Goods Assn. has made its annual study of department store promotion expenditures. The results, reported elsewhere in this issue, tell a story that is not a pleasant one for broadcasters' ears. Newspapers got 61 cents of the department store's advertising dollar; radio and TV together got three cents of it.

That story is as familiar as it is sad. Year after year newspapers carry the bulk of department store advertising. Year after year broadcasters get only peanuts—and without any salt.

What's the reason? Listen to BAB President Bill Ryan, addressing the Indianapolis sales clinic: "The key to the retailer's advertising habits is the customer buying pattern, which fluctuates widely from day-to-day and from week-to-week. Nothing broadcasters do or say will change the retailer's custom of spending perhaps $1,000 in advertising one week and not one thin dime the next, according to these variations in buying patterns."

Stores channel their promotional efforts to take advantage of the habits of their customers. Now, think back at the way radio time salesmen have traditionally tried to sell their medium to department stores. Was it in accordance with the stores' pattern of a lot today and a little or none tomorrow, or was it along the station-network pattern of the same time, same station, day after day?

The truth is that broadcasters have failed to follow the first rule of good salesmanship—to think only of what the customer wants—and have tried to force department stores to adapt themselves to the radio pattern. The result of this kind of salesmanship is sadly reflected in the NRDGA figures: three cents for broadcast media, 61 cents for newspapers.

Where stores have used radio according to their own advertising patterns the results have been uniformly good, as the department store studies and ARBI figures have shown time after time. Radio used in this fashion has outpulled and outsold newspapers, the same items being advertised in both media with the same amount of money spent in each.

The moral is obvious: If enough broadcast station operators want department store business badly enough to adapt their schedules to the stores' pattern of advertising, the NRDGA figures for 1953 will show a much better newspaper-broadcast ratio than 61 to three.

"Mr. Chairman"

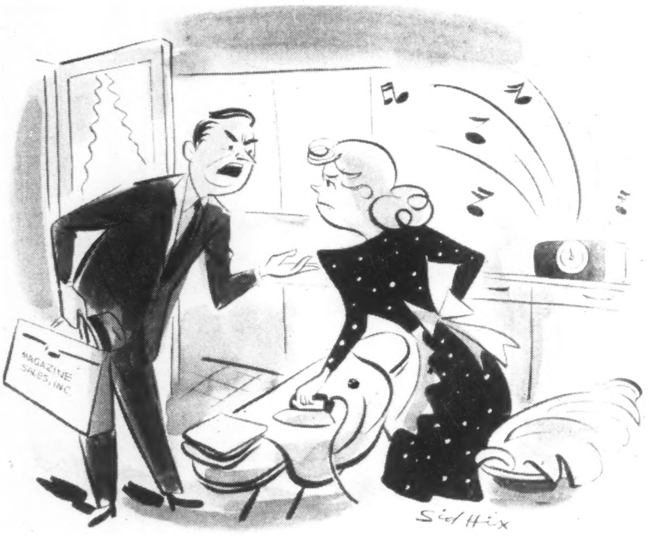
TOMORROW (Tuesday) Paul A. Walker ends a distinguished career as a federal official. He will terminate 19 years on the FCC—its only charter member. For many years he served as vice chairman and for over a year as chairman.

Paul Walker would prefer to remain on the FCC. Despite his 72 years, he retains the vigor of his Pennsylvania forebearers. He is at his best before an audience.

But Mr. Walker won't remain because of political fortunes. The Republicans are entitled to a four-man majority. His commission is needed. Moreover, the statutes do not take into account a man's ability to carry on. Mr. Walker has passed the statutory retirement age and for nearly two years has served by special dispensation.

We suspect Mr. Walker will not retire from the arena altogether. He will leave government. But his knowledge and his talents will not retire. A college lecture tour, for example, would be apple pie for him. And, while we don't happen to agree with their philosophy, the educational television folk certainly would find him an inspired and devoted counsellor.

In government or out, "Pappy" Walker will always be "Mr. Chairman" to the legions who worked with him during nearly two decades of the "Radio Revolution."



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Lady, if you would turn that radio down I could tell you why everybody reads Life."

Pay Within Pay Without Work

THE LONGEST strike-caused station shut-down on the broadcast records ended June 19. For a solid month the radio and television stations of the *Kansas City Star* (WDAF-AM-TV) were silent. The issue was "pay-within-pay"—or the payment of commercial fees to announcers during regular shifts.

Settlement came after agreement with the AFTRA local to defer the fee consideration until fall. In the interim the station management will survey the feasibility of the fee system. Arbitration will be invoked, if need be.

Individual radio stations and networks heretofore had been subjected to strikes. But never before has service been blacked out for more than a matter of hours. Supervisory personnel has taken over.

In television, however, a different problem arises. Operation is far more complex. In the ordinary station operation there are not enough qualified supervisory employes to take over. In the WDAF-AM-TV situation there may have been other reasons—possibly the threat of secondary boycotts or refusal of union employes of the newspapers to cross picket lines.

The significant point, as we see it, is that the WDAF-AM-TV ownership stood its ground on principle. It didn't yield on the "pay-within-pay" issue. At no time was there a stalemate on scale.

We frankly don't understand the union's reasoning on the fee system. At those stations where the system is in effect, the announcer gets a wage agreed upon for a week's work. But he also gets a cut on the station rate on every commercial he announces. His salary (now $108 per week at WDAF-AM-TV) apparently is merely a sustaining fee for the privilege of having the announcer on the payroll.

The more equitable approach, if the usual salary method is abandoned, would be to place announcers on a nominal drawing account, against fees earned on commercials. This would approximate the practice of organizations which pay their salesmen commissions against the business they bring in.

If the fee system is imposed for announcers, what about other station employes? The announcer is dependent upon the engineer and the operator, the script writer and the salesman. In television there are a dozen other people who participate before the announcer beams before the camera.

WDAF-AM-TV took a terrific economic lacing in going dark for a month. But in so doing it performed a valuable service in arresting the spread of the fee system, which is dangerous to the stability of both radio and TV.

Once in a while, one radio station comes close to capturing the true nature of its city . . . draws its strength from the same forces that have made its city great . . . and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh . . . and the station is WWSW.

liked most by Pittsburghers . . .

because it is most like Pittsburgh!

WWSW

1.2

Wrather-Alvarez Broadcasting Co. Inc.
announce the appointment of
EDWARD PETRY & CO. Inc.
as exclusive
National Representatives
of
KFMB-TV
and
KFMB
San Diego, Calif.

XUM